

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - CUSTOMER SERVICE MANAGER				
Sector	Financial Services			
Track	Sales, After Sales, Distribution and Relationship Management			
Occupation	Customer Service Officer			
Job Role	Customer Service Manager			
Job Role Description	<p>The Customer Service Manager ensures that the customer service teams are able to achieve high customer satisfaction levels through adequate product and service offering knowledge and provides quality customer service when interacting with customers. He/She is also responsible for handling any escalated customer queries. He works with relevant departments to provide feedback on products and services offerings based on analysis of customer feedback. He is involved with process improvement design and may work alongside automated and digital service channels or teams.</p> <p>The Customer Service Manager is results-oriented, self-motivated and determined to improve customer service standards. He has strong business acumen to identify new service opportunities. He is organised and able to work independently in fast paced environments. He is also able to lead teams with his pleasant disposition towards internal and external stakeholders.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)	
	Support customer requests and enquiries	Keep up-to-date about product and service offerings as well as organisation procedures	If insurance role is scoped to provide advice directly to customers on life insurance products, Capital Markets and Financial Advisory Services (CMFAS) certification is required. Relevant modules include but are not limited to: 5, 9, 9A	
		Monitor customer satisfaction levels		
		Develop processes to resolve issues quickly without compromising quality		
		Review records of transactions to ensure adherence to guidelines and completeness		
	Specific to Retail Banking Support customer requests and enquiries	Promote customer usage and access to self-service and automated channel services		
	Specific to Insurance Support customer requests and enquiries	Provide resources for customers to access self-service and automated channel services		
	Report on issues and provide feedback	Ensure close follow-ups on resolutions		
		Handle any escalated issues or complaints		
		Work with designated departments to resolve customer grievances		
		Suggest possible solutions to recurring customer issues		
	Specific to Retail Banking Report on issues and provide feedback	Provide sales and service support throughout the customer journey		
	Support operational process excellence	Work with relevant departments on changes to product or service offerings based on customer trends		
		Incorporate internal and external regulatory guidelines to remain in compliance		
	Specific to Retail Banking Support operational process excellence	Tailor service provided based on identified customer segmentation		
Conduct routine risk assessments of customer requests to detect fraud and/or irregular activities				
Specific to Insurance Support operational process excellence	Ensure timely processing of applications			
	Validate responses provided by automated channels, and escalate responses if customer needs not appropriately addressed			
	Review front-line servicing processes upon changes in policy			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Performance Management	Level 4	Decision Making	Intermediate
	Business Requirements Mapping	Level 4	Service Orientation	Intermediate
	Change Management	Level 4	Problem Solving	Intermediate
	Continuous Improvement Management	Level 4	Interpersonal Skills	Intermediate
	Customer Experience Management	Level 4	Communication	Intermediate
	Ethical Culture	Level 4		
	Information Technology Application Support and Monitoring	Level 3		
	People Performance Management	Level 4		
	Quality Assurance	Level 4		
	Service Challenges	Level 4		
	Stakeholder Management	Level 4		
	Standard Operating Procedures Development	Level 4		
	Specific to Insurance			

	Business Process Re-Engineering	Level 4		
	Learning and Development	Level 4		
	Specific to Retail Banking			
	Account Management	Level 4		
	Business Risk Assessment	Level 4		
	Market Profiling	Level 4		
	Regulatory Compliance	Level 4		
	User Experience Design	Level 4		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.