

| SKILLS FRAMEWORK FOR FINANCIAL SERVICES | | | | |
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| SKILLS MAP - RELATIONSHIP MANAGER - RETAIL BANKING/PERSONAL BANKING MANAGER | | | | |
| Sector | Financial Services | | | |
| Track | Sales, After Sales, Distribution and Relationship Management | | | |
| Occupation | Relationship Manager | | | |
| Job Role | Relationship Manager - Retail Banking/Personal Banking Manager | | | |
| Job Role Description | The Relationship Manager - Retail Banking/Personal Banking Manager works to acquire and manage customer relationships. He/She provides advice to customers and drives sales of products, services and investment solutions. He is responsible for managing the customer relationship and providing services to customers at all stages of their relationship with the organisation. He reviews customer documents for accuracy and ensures alignment with compliance, risk, and regulatory policies and guidelines. | | | |
| | The Relationship Manager - Retail Banking/Personal Banking Manager frequently networks with new and existing customers. He has a customer-centric approach to his day-to-day tasks. He possesses an outgoing personality and is a good communicator. He is motivated to deliver high quality advice and services to customers. | | | |
| Critical Work Functions and Key Tasks / Performance Expectations | Critical Work Functions | Key Tasks | | Performance Expectations (For legislated / regulated occupations) |
| | Acquire and manage portfolio of customers | Develop strategies to identify new customers through market segmentation and apply different approaches in targeting and selecting customers | | If role is scoped to provide advice directly to customers on investment strategies that cover dealings in securities, futures, collective investment schemes, REITs and/or funds, Capital Markets and Financial Advisory Services (CMFAS) certification is required. Relevant modules include but are not limited to: 1A, 1B, 2A, 3, 5, 6, 6A, 8, 8A, 10 |
| | | Enhance relationships with product specialists and other internal stakeholders to customise product solutions for customers | | |
| | | Seek referrals for new business opportunities | | |
| | | Manage credit and operational risks proactively to minimise any losses | | |
| | Advise customers on products, services and investment strategies | Provide advice on financial solutions that are tailored to customers' needs and objectives | | |
| | | Interpret customers' needs, risk appetites and financial objectives | | |
| | | Analyse customers' portfolios to grow wealth or to meet other financial objectives | | |
| | | Identify suitable service offerings that fit customers' objectives | | |
| | | Achieve revenue and profitability targets set by the organisation by driving customer satisfaction | | |
| | | Comply with internal and external compliance and regulatory guidelines | | |
| | | Recommend cross-selling and up-selling opportunities to customers on organisation's products and services, based on relationships with customers and their specific needs | | |
| | Manage customer lifecycle end to end | Review customer acceptance, Know Your Customer (KYC) and onboarding procedures including handling customer documents | | |
| | | Develop long term relationships with customers by maintaining ongoing communications | | |
| | | Enhance customer experience by providing timely information and advice to address their financial needs | | |
| Escalate suspicious banking and financial transactions | | | | |
| Conduct routine risk assessment of customers and self-assessment checklists to identify possible fraud scenarios | | | | |
| Technical Skills and Competencies | | | Generic Skills and Competencies (Top 5) | |
| Account Management | Level 4 | Communication | Advanced | |
| Business Environment Analysis | Level 4 | Decision Making | Advanced | |
| Business Negotiation | Level 4 | Interpersonal Skills | Advanced | |
| Business Opportunities Development | Level 4 | Service Orientation | Advanced | |
| Business Risk Assessment | Level 3 | Problem Solving | Intermediate | |
| Change Management | Level 4 | | | |
| Client Investment Suitability | Level 4 | | | |
| Credit Assessment | Level 4 | | | |

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|--------------------------------|---|---------|--|--|
| Skills and Competencies | Credit Risk Management | Level 3 | | |
| | Customer Acceptance Checking and Onboarding | Level 3 | | |
| | Customer Acquisition Management | Level 4 | | |
| | Customer Experience Management | Level 4 | | |
| | Customer Relationship Management | Level 3 | | |
| | Ethical Culture | Level 4 | | |
| | Fraud Risk Management | Level 4 | | |
| | Market Research and Analysis | Level 4 | | |
| | Market Specialisation | Level 4 | | |
| | Networking | Level 4 | | |
| | Personal Finance Advisory | Level 4 | | |
| | Product Advisory | Level 4 | | |
| | Regulatory Compliance | Level 4 | | |
| | Service Challenges | Level 4 | | |
| | Stakeholder Management | 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.