

SKILLS FRAMEWORK FOR FINANCIAL SERVICES				
SKILLS MAP - HEAD OF CLIENT MANAGEMENT/HEAD OF ACCOUNT MANAGEMENT				
<b>Sector</b>	Financial Services			
<b>Track</b>	Sales, After Sales, Distribution and Relationship Management			
<b>Occupation</b>	Account Manager			
<b>Job Role</b>	Head of Client Management/Head of Account Management			
<b>Job Role Description</b>	<p>The Head of Client Management/Head of Account Management oversees the servicing of existing portfolios of customers to maintain and grow relationships and business opportunities with them, as well as to source for new business opportunities. He/She is responsible for managing the retention of customers and ensuring the conditions, coverage and pricing are accurate and suitable for the renewal process. He manages the overall documentation, transaction services, reporting and operational processing services delivered to customers.</p> <p>The Head of Client Management/Head of Account Management may be required to be contactable after office hours. He possesses strong interpersonal, communication and stakeholder management skills for building and developing relationships with both customers and business partners. He must possess strong business acumen and leadership capabilities. He thinks strategically, is customer-oriented and goal-driven.</p>			
<b>Critical Work Functions and Key Tasks / Performance Expectations</b>	<b>Critical Work Functions</b>	Manage customer renewal process	<b>Key Tasks</b>	
			Determine overall customer portfolio strategy for engaging existing clients for renewals	
			Co-develop strategy with insurer liaisons and/or placement teams, and approach insurers to obtain mutually beneficial agreements for facilitating customer renewals	
			Ensure conditions, coverage and pricing of solutions offered are advantageous for the organisation while adhering to compliance standards	
	Provide service support and relationship maintenance	Develop and maintain relationships with insurers and other relevant stakeholders to enable continued beneficial working relations		
		Develop and endorse customer service and relationship maintenance policies and standards		
		Manage overall relationships with customers to ensure retention of large market book of business and high customer satisfaction		
		Ensure all technical accounting and claims issues are resolved in a timely manner		
	Support operational process excellence	Review policies offered to customers to determine appropriate coverage and/or identify possible deficiencies for rectification		
		Develop and implement Standard Operating Procedures (SOPs) for operational processing required for customer servicing		
		Oversee the scoping of services and pricing		
		Review financial analyses and activity reports for high net worth customers and ensure recommendations provided are accurate		
	Source for business opportunities	Ensure transactions performed adhere to quality assurance standards and comply with applicable guidelines, laws and regulations and Service Level Agreements (SLAs)		
		Allocate book of insurance business and ensure account holders' accountability for the maintenance of business and revenue pipeline		
		Design sales and marketing strategies for managed accounts and growth areas, leveraging an in-depth understanding of market needs, expectations, and trends as well as internal product and service offerings		
		Approve proposals for new clients and/or current clients for new business opportunities		
Ensure the overall management of accounts and business development activities across the book of business are aligned to the organisation's overall business development strategy				
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Account Management	Level 5	Interpersonal Skills	Advanced
	Business Needs Analysis	Level 5	Problem Solving	Advanced
	Business Opportunities Development	Level 5	Communication	Advanced
	Business Performance Management	Level 5	Decision Making	Advanced
	Continuous Improvement Management	Level 5	Leadership	Advanced
	Customer Experience Management	Level 5		
	Customer Relationship management	Level 5		
	Ethical Culture	Level 5		
	Market Profiling	Level 5		

	People Performance Management	Level 5		
	Product Advisory	Level 5		
	Quality Assurance	Level 5		
	Sales Strategy	Level 5		
	Service Challenges	Level 5		
	Stakeholder Management	Level 5		
	Standard Operating Procedures Development	Level 5		
	Strategy Planning	Level 5		
<b>Programme Listing</b>	For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a>			

The information contained in this document serves as a guide.