

FSPIO14 - SQA Unit Code H5FC 04

Build effective relationships with clients in a financial services environment



Overview

This unit is about how you build effective relationships with clients by using your knowledge of financial services products and/or services. Your job role must involve you dealing directly with clients either face to face or over the telephone. Your customers want to be sure that the service they receive meets their expectations. As well as being good with people, you need to use your knowledge of financial services products and services and your organisation's service systems to meet and, wherever possible, exceed customer expectations. In your job there will be many examples of how you combine your knowledge, approach and behaviour with your organisation's systems. You need to prepare for each transaction with a customer, deal with different types of customers in different circumstances and check that what you have done has met customer expectations.

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Performance criteria

You must be able to:

- P1 Keep your knowledge of your organisation's financial services products and/or services up-to-date
- P2 Prepare and arrange everything you need to deal with your clients before your shift or period of work commences
- P3 Use your knowledge of the financial services products and/or services offered by your organisation to build effective relationships with your clients
- P4 Use your knowledge of financial services products and/or services to ensure that the service you provide balances the needs of your clients and your organisation
- P5 Honour commitments made to your clients and keep them informed about the delivery of financial products and/or services
- P6 Recognise when your clients' needs or expectations regarding financial services products and/or services have changed and adapt your service to meet their new requirements
- P7 Promptly and accurately refer any situations which you are not authorised to deal with to the person authorised by your employer to deal with them
- P8 Check that the service you have given meets your client's needs and expectations
- P9 Comply with legal requirements, industry regulations, including ethical standards and health and safety, organisational policies and professional codes

FSPIO14 - SQA Unit Code H5FC 04

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Knowledge and understanding

You need to know and understand:

- K1 The regulatory framework for interacting with clients and the impact on your own work role
- K2 Your organisation's procedures and systems for delivering customer service
- K3 How to respond to clients where unforeseen circumstances affect the delivery of financial services products and/or services
- K4 Methods or systems for measuring an organisation's effectiveness in delivering customer service
- K5 Your organisation's procedures and systems for checking service delivery
- K6 The types of financial services products and/or services offered by your organisation
- K7 Your organisation's requirements relating to the application of codes, laws and regulatory requirements, including ethical standards and health and safety as they impact on your activities

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Additional Information

Behaviours

1. You take pride in high quality work
2. You show understanding towards customers and deal with them in a professional manner
3. You use communication styles that are appropriate to different people and situations
4. You respond quickly to potential problems

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