



Australian Government

FNSBNK401 Coordinate a small business customer portfolio

Release: 1

FNSBNK401 Coordinate a small business customer portfolio

Modification History

Release	Comments
Release 1	This version first released with FNS Financial Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to coordinate a portfolio of small business customers, and build customer relationships and loyalty.

It applies to individuals who use their expertise to manage relationships and provide customised solutions for clients.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Banking

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Manage relationships with small business customers	1.1 Contribute to development of service strategy for small business customers 1.2 Analyse current usage patterns of small businesses within portfolio and identify effective service and product options 1.3 Access and update databases to support management of portfolio to ensure availability of consistent and accurate information 1.4 Conduct campaigns targeted to small business portfolio in manner which meets organisation's standards and timeframes 1.5 Contribute to reward and recognition strategies to build customer loyalty and deliver to customers

ELEMENT	PERFORMANCE CRITERIA
2. Provide service to portfolio of small business customers	2.1 Administer portfolio of small business customers using business rules and processes of financial services organisation, and deliver services to standard specified for small business customer segment 2.2 Undertake effective and personalised communications including telephone, email, mail or personal contacts within designated organisational service standards 2.3 Refer customer service needs that cannot be met within delegated authority for resolution to appropriate personnel within organisation in timely and effective manner 2.4 Coordinate and follow up service delivery to ensure customer satisfaction and to provide effective and efficient single point of contact for customers within portfolio
3. Provide high level and tailored small business banking solutions and service	3.1 Ascertain and evaluate customers' business banking needs 3.2 Identify products to manage business cash flow and negotiate, model and sell rates 3.3 Identify, model and sell products to support needs of small business relating to financial transactions, borrowing, leasing and wealth management 3.4 Identify and implement banking services that assist with efficient management and statutory reporting of small business 3.5 Coordinate resolution of service faults or concerns
4. Evaluate and report outcomes	4.1 Report against targets using standards, protocols and procedures 4.2 Analyse exception or feedback reports and rectify problems 4.3 Review product and service offering targeted to small business customer segment and recommend solutions for improvement to management

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description

Reading	1.1, 1.3, 4.2	Analyses complex textual information from a range of sources and relates specific aspects of information to requirements
Writing	1.3, 1.5, 2.2, 2.3, 2.4, 4.1, 4.3	- Develops material to a specific audience using appropriate formats and structures to present information logically - Uses clear and detailed language, incorporating correct spelling, grammar and terminology, to convey accurate, customised information and recommendations
Oral Communication	1.5, 2.2, 2.3, 2.4, 4.1, 4.3	- Participates in verbal exchanges of information, clearly articulating recommendations using language, tone and pace appropriate to the audience and purpose - Uses active listening and questioning techniques to elicit the views and opinions of others and to confirm understanding
Numeracy	1.2, 3.2, 3.3, 4.1	Uses mathematical equations to perform calculations and comparisons of financial and numerical information
Navigate the world of work	2.1, 4.1	Recognises and follows business rules and protocols, and meets expectations associated with own role
Interact with others	2.2, 2.3, 2.4	- Recognises the importance of building rapport to establish and maintain effective working relationships - Adapts personal communication style to show respect for the values, beliefs and cultural expectations of others
Get the work done	1.1-1.5, 2.1-2.4, 3.1-3.5, 4.1-4.3	- Plans strategies and activities to meet the needs of customers and grow the business - Monitors actions against goals and adjusts future activity to improve outcomes - Adopts efficient and effective organisational and time management skills to sequence tasks, meet timelines and arrange meetings - Analyses information and data in reports and from research to develop ideas and solutions that meet customer needs - Identifies issues that have the potential to impact on small business customer services and develops options to resolve these issues when they arise - Uses a range of digitally based technologies and software packages, including spreadsheets, databases and the internet

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
FNSBNK401 Coordinate a small business customer portfolio	FNSBNK401A Coordinate a small business customer portfolio	Updated to meet Standards for Training Packages Rewritten and combined performance criteria	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe>

Assessment Requirements for FNSBNK401 Coordinate a small business customer portfolio

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Performance Evidence

Evidence of the ability to:

- comply with organisational business rules, processes and procedures to deliver services to small business customers
- identify and provide tailored business banking solutions and/or referrals to specialists to meet the identified needs of small business
- efficiently coordinate a portfolio of specified small business customers to ensure customer satisfaction with products and services
- effectively use communication and problem-solving skills in managing relationships with small business customers
- efficiently use organisational systems and reports to identify, document and evaluate customer banking needs.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- describe customer usage patterns and document potential service and product options
- analyse key characteristics of customer motivations, needs and wants
- compare and contrast financial products and services, and their benefits and applications for small business customers
- describe the key features of organisational systems, policy, procedures and business rules relevant to delivering services to small business customers
- discuss the key principles of customer relationship marketing
- outline the organisation's referral process and its relationship to customer satisfaction
- describe information that can be accessed from organisational systems to assist in identifying and addressing customer needs
- outline the key small business legislative and reporting requirements.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the banking field of work and include access to:

- office equipment, technology, software and consumables
- organisational records, policy and procedures.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe>