



Australian Government

FNSBNK411 Coordinate small business customer portfolios

Release: 1

FNSBNK411 Coordinate small business customer portfolios

Modification History

Release	Comments
Release 1	This version first released with the FNS Financial Services Training Package Version 8.0. Supersedes and is equivalent to FNSBNK401 Coordinate a small business customer portfolio.

Application

This unit describes the skills and knowledge required to coordinate a portfolio of small business customers. This includes building customer relationships and loyalty, providing banking solutions and service, and evaluating and reporting on outcomes.

The unit 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 in portfolio and identify effective service and product options 1.3 Access and update databases when new information is presented 1.4 Develop and conduct campaigns targeted to small business portfolio in manner that meets organisational standards and timeframes 1.5 Contribute to building customer loyalty and delivering to

ELEMENT	PERFORMANCE CRITERIA
	customers using reward and recognition strategies
2. Establish administrative and communication processes with small business customers	2.1 Administer portfolio of small business customers using business rules and processes of financial services organisation 2.2 Deliver services to standard specified for small business customer segment 2.3 Undertake personalised communications and materials within designated organisational service standards 2.4 Refer customer service needs that cannot be met within delegated authority for resolution to appropriate personnel in organisation 2.5 Coordinate single point of contact for customers and provide follow-up service delivery
3. Identify and provide small business banking solutions and service	3.1 Ascertain and evaluate customers' business banking needs and goals 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 and concerns
4. Evaluate and report outcomes	4.1 Generate report against customer portfolio targets according to organisational 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 4.4 Recommend solutions for improvement to required personnel according to organisational policies and procedures

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Numeracy	Uses mathematical equations to perform calculations and comparisons of financial and numerical information

SKILL	DESCRIPTION
Oral communication	• Participates in verbal exchanges of information, clearly articulating recommendations using language, tone and pace appropriate to audience and purpose • Uses active listening and questioning techniques to elicit the views and opinions of others and to confirm understanding
Reading	• Analyses complex textual information from a range of sources and relates specific aspects of information to requirements
Writing	• 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
Initiative and enterprise	• Identifies issues that have the potential to impact on small business customer service and develops options to resolve them when they arise • Monitors actions against goals and adjusts future activity to improve outcomes
Planning and organising	• Adopts efficient and effective organisational and time-management skills to sequence tasks, meet timelines and arrange meetings
Technology	• Uses the main features and functions of digitally-based technologies and software packages, including spreadsheets, databases and the internet

Unit Mapping Information

Supersedes and is equivalent to FNSBNK401 Coordinate a small business customer portfolio.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for FNSBNK411 Coordinate small business customer portfolios

Modification History

Release	Comments
Release 1	This version first released with the FNS Financial Services Training Package Version 8.0. Supersedes and is equivalent to FNSBNK401 Coordinate a small business customer portfolio.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- coordinate at least one small business portfolio and provide effective banking solutions for at least one customer.

In the course of the above, the candidate must:

- use organisational systems and reports to identify, document and evaluate customer banking needs.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- customer usage patterns and potential service and product options in relation to banking and portfolio needs
- key characteristics of small business customer motivations, targets and goals
- financial products and services, and their benefits and applications for small business customers
- key features of organisational systems, policies, procedures and business rules relevant to delivering banking services to small business customers
- key principles of customer relationship marketing in relation to developing service strategy for engaging small businesses in banking services
- organisational referral processes and their correlation with customer satisfaction
- type of information accessed from organisational systems to assist in identifying and addressing customer needs

- banking industry reward and recognition strategies in the application to small business customers and customer loyalty strategies
- key small business legislative and reporting requirements relevant to small business customers and related banking portfolios.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

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

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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