



Australian Government

Department of Education, Employment and Workplace Relations

FNSBNK401A Coordinate a small business customer portfolio

Revision Number: 1

FNSBNK401A Coordinate a small business customer portfolio

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to coordinate a portfolio of small business customers and build customer relationships and loyalty. The unit addresses communications, customer relationship management, problem solving and customer needs diagnosis. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement
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Application of the Unit

Application of the unit	This unit has application to job roles that involve direct customer contact representing an organisation in a range of banking and related sectors.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Manage relationships with small business customers	1.1. Contribution is made to the development of a service strategy for the small business customers 1.2. Current usage patterns of the small businesses within the portfolio are analysed and effective service and product options are identified 1.3. Databases to support the management of the portfolio are accessed and updated to ensure availability of consistent and accurate information 1.4. Campaigns targeted to the small business portfolio are conducted in a manner which meets the organisation's standards and timeframes 1.5. Reward and recognition strategies to build customer loyalty are developed and delivered to customers
2. Provide service to a portfolio of small business customers	2.1. The portfolio of small business customers is administered using the business rules and processes of the financial services organisation with services delivered to the standard specified for the small business customer segment 2.2. Effective and personalised communications including telephone, email, mail or personal contacts are undertaken within the designated service standards of the institution 2.3. Customer service needs that cannot be met within delegated authority are referred for resolution to the appropriate personnel within the organisation in a timely and effective manner 2.4. Service delivery is coordinated and followed up to ensure customer satisfaction and to provide an effective and efficient single point of contact for customers within the portfolio
3. Provide high level and tailored small business banking solutions and service	3.1. The customers' business banking needs are ascertained and evaluated 3.2. Products to manage the business cash flow are identified and rates negotiated, modelled and sold 3.3. Products to support the financial transactions of the small business are identified, modelled and sold 3.4. Products to support the borrowing needs of the small businesses are identified, modelled and sold 3.5. Products to support the leasing needs of the small businesses are identified, modelled and sold 3.6. Products to support the wealth management

ELEMENT	PERFORMANCE CRITERIA
	strategies and needs of the small business owners are identified, modelled and sold 3.7. Banking services that assist with the efficient management and statutory reporting of small business are identified and implemented 3.8. The resolution of service faults or concerns is coordinated
4. Evaluate and report outcomes	4.1. Reports against targets using standards, protocols and procedures are made 4.2. Exception or feedback reports are analysed and problems rectified 4.3. Product and service offering targeted to the small business customer segment are reviewed and solutions for improvement are made to management

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- well-developed communication skills to:
 - determine and confirm customer requirements, using questioning and active listening as required
 - liaise with others, share information, listen and understand
 - use language and concepts appropriate to cultural differences
- well-developed interpersonal skills to establish rapport with customers
- problem solving skills to identify any issues that have the potential to impact on the small business customers services and develop options to resolve these issues when they arise
- literacy skills for analysing information and products to ensure appropriateness to customer needs, currency and accuracy
- IT skills for accessing and using appropriate software such as databases and using internet information
- organisational and time management skills to sequence tasks, meet timelines and arrange meetings

Required knowledge

- characteristics of customer motivations, needs and wants
- financial products and services and their benefits and applications for small business customers
- organisational systems policies, procedures and protocols
- principles of customer relationship marketing
- small business legislative and reporting requirements

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- provide efficient and personalised management of a portfolio of specified small business customers in order to increase customer satisfaction and grow the business
- gain, maintain and use a wide knowledge of the small business environment
- apply high level communication and problem solving skills in dealing with small business customers.

Context of and specific resources for assessment

Assessment must ensure:

- competency is demonstrated in the context of the financial services work environment and conditions specified in the range statement either in a relevant workplace or a closely simulated work environment
- access to and the use of a range of common office equipment, technology, software and consumables
- access to financial services product information.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples, in combination, are appropriate for this unit:

- evaluating an integrated activity which combines the elements of competency for the unit or a cluster of related units of competency
- observing processes and procedures in workplaces or role plays
- verbal or written questioning on underpinning knowledge and skills
- setting and reviewing workplace projects and business simulations or scenarios
- accessing and validating third party reports.

Guidance information for assessment

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Service strategy</i> for small business customers may include:	• effective account management • guaranteed service response times • membership of a special customer 'club' • review of current products and services to optimise benefits and improve service • special offers • targeted mail-outs.
<i>Campaigns</i> conducted with small business customers may include:	• branch or regionally based initiatives • mail-outs • media offers • outbound telemarketing • response to inbound calls resulting from a marketing offer.
A <i>portfolio</i> of small business customers may be determined by:	• geographic location • industry • net-value.
<i>Customer service needs</i> and wants of the business customer segment may include:	• service needs: • 'hotline' service providing direct access to a known staff member • coordinated and single point of delivery • cost-effective service delivery that maximises the performance of the business • reduced account management costs across a broad range of products • selection of appropriate and effective products • streamlining service delivery • service wants: • privileged access to services • to be valued as a special customer - rewards and recognition • to have unique needs met.
Products to assist with	• commercial bills

RANGE STATEMENT	
<i>business cash flow</i> management include:	• other credit facilities • overdrafts.
Products to assist with efficient management of <i>financial transactions</i> include:	• access to night safes • interest bearing accounts • off-set business mortgages • statutory trust accounts.
Products to assist with <i>borrowing needs</i> include:	• business credit cards • business loans • commercial bills • hire purchase.
Products to assist with <i>leasing</i> include:	• business leases • novated leases.
Products to assist with <i>wealth management strategies</i> include:	• commercial bills as an investment • savings or cash management accounts • superannuation.
Services to support the <i>efficient management and statutory reporting</i> of businesses include:	• credit card services to manage business and travel expenses • information to support Fringe Benefits Tax (FBT) payment and reporting • information to support Goods and Services Tax (GST) payment and reporting.

Unit Sector(s)

Unit sector	Banking
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Competency field

Competency field	
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Co-requisite units

Co-requisite units		