

Relationship management director – Retail/Head of personal banking

Proficiency level

- X New Gen AI skills
- X Transferrable skills at the same proficiency level
- X New skills
- X Transferrable skills at a higher proficiency level¹

Skills Framework track	Sales, after sales, distribution and relationship management	Job function	Sales and marketing	Job family	Relationship manager – retail banking
Sub-sectors	Retail banking	Expected augmentation by Gen AI	<p>Do more: Gen AI can provide real-time monitoring and handling of suspicious transactions and enhance the efficiency of KYC and onboarding processes. Gen AI tools can also drive business growth by developing customer outreach and upselling and cross-selling strategies, by analyzing and synthesizing market and customer insights</p>		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage the customer lifecycle end-to-end	Handle escalated suspicious banking and financial transactions
	Determine customer experience strategies by providing timely information and advice to address their financial needs
	Articulate organizational risk assessment metrics to team members for incorporation into customer evaluations
	Oversee customer acceptance, KYC, and onboarding procedures, including handling customer documents
Advise customers on products, services and investment strategies	Determine suitable service offerings that fit customers' and the organization's strategic objectives
	Prioritize customer needs, risk appetites, and financial objectives strategically for teams
	Review team members' portfolios to analyze performance to meet customer objectives
	Establish policies for team members to provide financial advice to customers to meet their needs and objectives
	Drive cross-selling and upselling strategies for products and services
	Ensure team members are trained and comply with internal and external regulatory requirements
Acquire and manage portfolio of customers	Drive organizational relationships with product specialists and other internal stakeholders to customize product solutions for customers
	Review credit and operational risk policies to minimize any losses
	Determine organizational strategies to identify new customers

New Gen AI skills

Gen AI strategy	5	Gen AI innovation, R&D, and innovation management	5	Prompt design	3
Leading Gen AI-enabled transformations	5	Ethical frameworks for Gen AI	5	Gen AI principles and applications	3
Gen AI data governance	5	Regulatory, legal, and risk management compliance in AI and Gen AI	5		

1. Transferrable skills with an increase in one level of proficiency is considered easier to acquire than transferable skills with multiple levels of increase in proficiency, followed by net new additional skills. Depending on job redesign for the financial institution, the financial institution will have to pick select skills to reskill employees on, via a combination of on-the-job training and existing courses.

Source: SkillsFuture Skills Framework

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