

Assistant Relationship Manager



Subsector: Private Banking

Job Family: Client Servicing

Impact Level

Today, this role is responsible for supporting the Private Banker to assist in client servicing and also growing the Private Banker portfolio.

Medium Impact

Consolidated Activities

	Today	Future
Account Management or Maintenance	Execution involves handling of account opening requests, account closures, updates, and other account servicing related requests and verifying transactions and authorisations.	Digital account opening services with verification and authentication that happens in real-time can improve the overall task process. In addition, mobile/smart phone account access allows clients to update their account automatically.
Client Administration	Execution involves tracking and following-up on outstanding documentation, client outstanding fee payments, verifying transactions, etc.	Self-service solutions will be implemented for clients to take actions on their own, without the need to liaise with Private Bankers. With the availability of self-service portals, banks can further understand the clients' needs by applying analytics to evaluate clients actions and behaviours.
Ad-hoc Client Requests	Focus is on adhering to clients instructions received via written/voice communications.	

In the next
3-5 years ...

With the idea of self-service being widely accepted as an industry norm from the perspective of RMs and high-net-worth clients, two scenarios could take place, the job scope of Assistant Relationship Manager (ARM) will take on a larger advisory role, or the role of the traditional ARM will gradually not be necessary.

Skills Differentiators: (for potential convergence with Junior Relationship Managers):

- ▶ **Analytics and Computational Modelling:** The job holder will display the ability to perform financial and statistical analysis to evaluate market trends and the potential impact on client's portfolio will be important.
- ▶ **Customer Mindset:** The job holder possess strong skill to understand clients needs and resolve complex customercentric problems is vital.
- ▶ **Product Awareness:** The job holder will possess robust understanding of various financial and investment products of different asset classes available in the bank.
- ▶ **Advisory:** The job holder will apply the right advisory strategy to provide simple investment advice to clients.
- ▶ **Advanced Digital Acumen/Literacy:** The job holder will upskill to operate using new digital tools to supplement their day-to-day operations, and provide assistance or guidance to clients in navigating through self-service portal.

