



Subsector: Retail Banking

Job Family: Sales and Distribution

Impact Level

Today, this role is responsible for managing mortgage sales, including sourcing for clients, providing advice and building relationships for future referrals.

High Impact

Consolidated Activities

	Today	Future
Mortgage Loan Advisory	Execution is advisory in nature. Some banks today use chatbots to answer commonly asked questions regarding home loans (e.g., eligibility, documents required) or other general queries about home and renovation loans.	Chatbots will continue to be improved in probing questions to better understand customers' query, and accurately assign different queries to human specialists.
New Customer Acquisition	Execution of task used to be reactive and require human intervention. Banks are gradually leveraging technology – such as using chatbots to provide instant replies, which helps maintain customer engagement with the bank in a more comprehensive manner.	Advanced Analytics and AI can help to identify customer behavioural trends and track their purchasing habits (via website visits, social media footprint). Predictive analytics could help to signal when a customer is considering a property purchase, revealing the best times for sales outreach versus previous methods of cold-calling to drive sales generation.

In the next

3-5 years ...

This role will continue to be responsible for providing support for the bank's mortgage service. However, this role will become increasingly augmented as RPA, AI, and Advanced Analytics are used to assist this role in understanding customer profiles and addressing client queries. Similar to other product sales roles in the future, having a diverse portfolio of product types will help to ensure that this role can adapt to any type of sales responsibilities.

Skills Differentiators:

- **Data Interpretation and Analysis:** To leverage on insights from Advanced Analytics, the job holder will need to be able to process data and use it in meaningful ways to help close sales and continue to connect those insights to the business process.
- **Complex Problem Solving:** The job holder will need to examine complex problems that are escalated for review, and search for necessary information while working alongside digital tools to develop and execution solutions.
- **Advisory:** The job holder will need to further develop this skill to apply the right advisory strategy to engage with clients in different situations.
- **Lateral Thinking:** The job holder will demonstrate the ability to think out of the box and to connect various components to offer differentiated services compared to competitors.
- **Product Awareness:** In addition to customer insights gathered, the job holder will possess robust understanding of various products to deliver targeted recommendations to their customers.

