

Assistant relationship manager – Retail banking/Personal banking executive

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	Do more and do new: Gen AI can flag suspicious transactions and assist in the analysis of KYC documents, improving the efficiency and effectiveness of onboarding procedures. Gen AI tools can also generate insights based on client and market data to support market segmentation research; output from Gen AI tools can be used directly by the Relationship Manager (Retail Banking) to formulate better-informed customer outreach strategies		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage customer lifecycle end-to-end	Identify and flag suspicious transactions under account portfolio for further review Gather customers' documents for KYC and onboarding procedures Respond to inquiries in a timely fashion to help support a positive customer experiences
Advise customers on products, services, and investment strategies	Demonstrate an understanding of internal and external compliance and regulatory guidelines Collate documents for team members to present financial solutions to customers
Acquire and manage the portfolio of customers	Support strategies to identify new customers through market segmentation research Communicate with product specialists and other stakeholders to support customer relationships

New Gen AI skills

Prompt design	2
Gen AI principles and applications	2
Ethical and responsible Gen AI adoption	2

Additional skills required for potential redesigned role

Role 1: KYC/Customer due diligence analyst (adj. ² Score: 0.69)					
Ethical culture	3	Account management	3	Data governance	3
Stakeholder management	3	Customer acceptance checking and onboarding	2	Regulatory risk assessment	3
Regulatory compliance	3	Service challenges	3	Continuous improvement management	3
Taxonomy application	3	Customer relationship management	3		
Role 2: Business development executive/Distribution executive/Channel executive/Partnerships and affinity management executive (adj. Score: 0.66)					
Ethical culture	3	Business negotiation	3	Channel management	3
Networking	3	Business opportunities development	3	Sustainable insurance and re-insurance solutions and applications	3
Stakeholder management	3	Business risk assessment	3	Business environment analysis	3
Market research and analysis	3	Customer acquisition management	3	Partnership management	3
Product advisory	3	Customer relationship management	3		
Account management	3	Budgeting	3		

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.

2. Skills adjacency score.

Source: SkillsFuture Skills Framework