

Head of client service/Client support services director

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	Customer operations	Job family	Client service
Sub-sectors	Corporate banking, private banking and wealth management, asset management	Expected augmentation by Gen AI	Do more: Gen AI can analyze client feedback and service performance data, enabling the development of more targeted performance improvement plans. Gen AI tools can also generate predictive recommendations of clients' changing needs for proactive cross-selling opportunities and streamline documentation and conflict resolution processes through intelligent and proactive intervention		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Maintain service delivery standards	Define service review objectives and develop service review guidelines
	Develop performance improvement plans to optimize service delivery for efficiency and reliability
Coordinate collaborative efforts to provide solutions to clients	Provide forecasts on clients' changing needs to relevant internal stakeholders to enhance cross-selling efforts
	Communicate client feedback on service performance to operational teams
Manage client interactions	Develop organizational protocols for documenting and reporting client interactions and communication
	Develop organizational protocols and procedures for conflict resolution according to the organization's image and branding

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