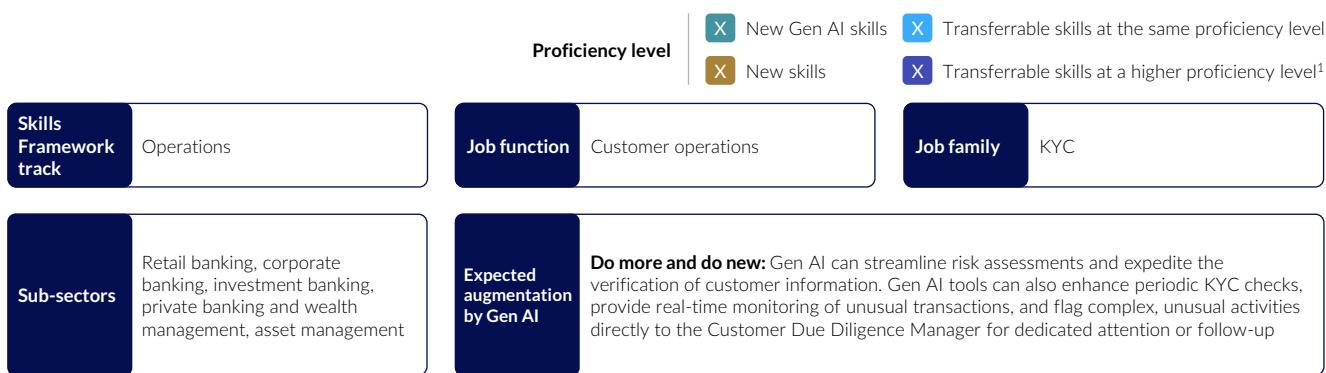


## KYC/Customer due diligence analyst



### Key tasks that can benefit from Gen AI

| Critical work functions       | Key tasks  |
|-------------------------------|--|
| Assist in customer onboarding | Support in conducting due diligence on new customers<br>Conduct risk assessments of new customers<br>Request and verify customer information<br>Communicate with relevant stakeholders to obtain documentation required for customer onboarding  |
| Ensure compliance             | Conduct periodic KYC and Customer Due Diligence checks of existing accounts to ensure adherence to regulatory guidelines<br>Provide relevant documentation for customer reviews<br>Understand due diligence regulations, policies, and procedures  |
| Maintain and service accounts | File suspicious transaction reports<br>Maintain documents and files, updating customer information when required<br>Understand customers' needs and businesses to monitor for unusual transactions<br>Review existing customers, including high-risk accounts to ensure customers are within the organization's risk limits<br>Address queries on KYC issues from internal teams |

### 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: Client implementation analyst (adj. <sup>2</sup> Score: 0.44)                                   |   |   |   |                                   |   |
|---|---|---|---|-----------------------------------|---|
| Ethical culture   | 3 | Service challenges                          | 3 | Customer experience management    | 3 |
| Stakeholder management  | 3 | Change management                           | 3 | Business performance management   | 3 |
| Account management  | 3 | Business requirements mapping               | 3 | Business needs analysis           | 3 |
| Role 2: Assistant relationship manager – Retail banking / Personal banking executive (adj. Score: 0.35) |   |   |   |                                   |   |
| Ethical culture   | 3 | Research and information synthesis          | 2 | Customer experience management    | 3 |
| Stakeholder management  | 3 | Customer acquisition management             | 3 | Product advisory                  | 3 |
| Regulatory compliance   | 3 | Client investment suitability               | 3 | Personal finance advisory         | 3 |
| Taxonomy application  | 3 | Business risk assessment                    | 3 | Networking                        | 3 |
| Account management  | 3 | Market specialization                       | 3 | Sustainable investment management | 3 |
| Customer acceptance checking and onboarding   | 2 | Market research and analysis                | 3 | Business negotiation              | 4 |
| Customer relationship management  | 2 | Sustainable lending instruments structuring | 3 | Fraud risk management             | 4 |
| Service challenges  | 3 | Business opportunities development          | 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

DO MORE AND DO NEW