

## Relationship manager – Retail banking/Personal banking manager

### 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 level<sup>1</sup>

<b>Skills Framework track</b>	Sales, after sales, distribution and relationship management	<b>Job function</b>	Sales and marketing	<b>Job family</b>	Relationship manager – retail banking
<b>Sub-sectors</b>	Retail banking	<b>Expected augmentation by Gen AI</b>	<b>Do more:</b> Gen AI can provide real-time monitoring of suspicious transactions and flag potential fraud scenarios for escalation in a timely manner. Gen AI tools can also recommend customer outreach strategies, including ensuring better-tailored product offerings, which can enable upselling or cross-selling opportunities through the analysis and synthesis of market and customer data		

### Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage customer lifecycle end-to-end	Conduct routine risk assessment of customers and self-assessment checklists to identify possible fraud scenarios
	Develop long-term relationships with customers by maintaining ongoing communications
	Enhance customer experience by providing timely information and advice to address their financial needs
	Escalate suspicious banking and financial transactions
	Review customer acceptance, KYC, and onboarding procedures, including handling customer documents
Advise customers on products, services, and investment strategies	Analyze customers' portfolios to grow wealth or to meet other financial objectives
	Interpret customers' needs, risk appetites, and financial objectives
	Identify suitable service offerings that fit customers' objectives
	Recommend cross-selling and upselling opportunities to customers on the organization's products and services, based on relationships with customers and their specific needs
	Provide advice on financial solutions that are tailored to customers' needs and objectives
Acquire and manage portfolio of customers	Comply with internal and external compliance and regulatory guidelines
	Develop strategies to identify new customers through market segmentation and apply different approaches in targeting and selecting customers
	Manage credit and operational risks proactively to minimize any losses

### New Gen AI skills

Prompt design	3
Gen AI principles and applications	3
Ethical and responsible Gen AI adoption	3

### Potential next-seniority level (Relationship management director - Retail / Head of personal banking) skills to acquire

Product advisory	4	Regulatory compliance	5	Personal finance advisory	5
Carbon markets and decarbonization strategies management	3	Account management	5	Budgeting	4
Climate change management	3	Business negotiation	5	People performance management	5
Customer acceptance checking and onboarding	4	Business opportunities development	5	Compliance mindset development	5
Ethical culture	5	Business risk assessment	4	Strategy planning	5
Networking	5	Change management	5	Business performance management	5
Stakeholder management	5	Customer acceptance checking and onboarding	4	Business planning	5
Business environment analysis	5	Customer experience management	5	Market profiling	5
Market research and analysis	5	Fraud risk management	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