

## Relationship manager – Retail banking/Personal banking manager

Proficiency level			
<span style="background-color: #4f81bd; border-radius: 50%; width: 15px; height: 15px; display: inline-block;"></span>	New Gen AI skills	<span style="background-color: #4f81bd; border-radius: 50%; width: 15px; height: 15px; display: inline-block;"></span>	Transferable skills at the same proficiency level
<span style="background-color: #c8a234; border-radius: 50%; width: 15px; height: 15px; display: inline-block;"></span>	New skills	<span style="background-color: #c8a234; border-radius: 50%; width: 15px; height: 15px; display: inline-block;"></span>	Transferable 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>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	<p>Conduct routine risk assessment of customers and self-assessment checklists to identify possible fraud scenarios</p> <p>Develop long-term relationships with customers by maintaining ongoing communications</p> <p>Enhance customer experience by providing timely information and advice to address their financial needs</p> <p>Escalate suspicious banking and financial transactions</p> <p>Review customer acceptance, KYC, and onboarding procedures, including handling customer documents</p>
Advise customers on products, services, and investment strategies	<p>Analyze customers' portfolios to grow wealth or to meet other financial objectives</p> <p>Interpret customers' needs, risk appetites, and financial objectives</p> <p>Identify suitable service offerings that fit customers' objectives</p> <p>Recommend cross-selling and upselling opportunities to customers on the organization's products and services, based on relationships with customers and their specific needs</p> <p>Provide advice on financial solutions that are tailored to customers' needs and objectives</p> <p>Comply with internal and external compliance and regulatory guidelines</p>
Acquire and manage portfolio of customers	<p>Develop strategies to identify new customers through market segmentation and apply different approaches in targeting and selecting customers</p> <p>Manage credit and operational risks proactively to minimize any losses</p>

### 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. Transferable 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