

SAQA ID

96099

DURATION

12 Months

CREDITS

162

SETA

Bank

National Certificate:

**CUSTOMER
MANAGEMENT BANKING**
NQF Level 5



WHO SHOULD STUDY THIS COURSE?

The National Certificate: Generic Management, NQF Level 5 is an important qualification that forms part of a learning pathway of management qualifications across different sectors and industries. It is designed to develop management competencies required by learners in any occupation, particularly those who manage first line managers. The qualification builds on the FETC: Generic Management and further develops the key concepts, principles, and practices of management that enable learners to lead, manage, organize, and control first line managers and team leaders.

The scope of generic management covers five domains: leadership, managing the environment, managing relations, managing knowledge, and the practice of management. This qualification addresses each of these domains with generic competencies, allowing learning programs to be contextualized for specific sectors and industries. It reflects a similar design to the FETC: Generic Management, providing opportunities for learners to transfer between various specializations within management. This leads to the strengthening of management competencies and enables managers at this level to successfully manage systems, processes, resources, managers, and teams in their various occupations and contexts.

Furthermore, this qualification is intended to empower learners to acquire the knowledge, skills, attitudes, and values required to operate confidently as individuals in South African communities and to respond to the challenging economic environment and constantly changing world of work. Ultimately, the qualification aims to improve the effectiveness and leadership abilities of middle managers in various occupations in South Africa, including private and public business entities as well as non-governmental organizations.

Customer management in banking is a critical process that involves identifying, acquiring, developing, and retaining

profitable customers. The goal of customer management is to build a long-term relationship with customers, meeting their needs and exceeding their expectations while also ensuring the growth and profitability of the bank. To achieve this goal, various skills and competencies are required, including product knowledge, marketing skills, customer service skills, and relationship management skills, all of which are addressed by the different unit standards mentioned.

Overall, the unit standards provide a comprehensive framework for customer management in banking. By developing the skills and competencies required, learners can contribute to the growth and profitability of the bank while also meeting the needs and expectations of customers. It is essential to note that the National Certificate: Generic Management, NQF Level 5 is an integral part of this process, providing learners with the management competencies required to effectively manage customer management teams and contribute to the overall success of the organization.

CONTACT US

T: 011 568 6629

E: info@apexu.co.za

A: 100 West Street, Block C,
Wierda Valley, Sandton.

apexu.co.za

Exit Level Outcomes

- Initiate, develop, implement, and evaluate operational strategies, projects and action plans so as to improve the effectiveness of the unit.
- Monitor and measure performance and apply continuous or innovative improvement interventions in the unit.
- Lead and manage a team of first line managers to enhance individual, team, and unit effectiveness.
- Build relationships with superiors and with stakeholders across the value chain.
- Apply the principles of risk, financial and knowledge management, and business ethics within internal and external regulatory frameworks.
- Enhance the development of teams and team members.
- Gathering, analyzing, synthesizing, and evaluating information, manipulating, and interpreting data and identifying trends, communicating information coherently in writing and verbally, and showing insight into current affairs in the Financial Services sector.
- Apply knowledge of economics, investment practices, tax, and other financial information to match the needs of clients to financial products.
- Applying knowledge of legislation, ethics, and compliance in the context of the financial services sector in South Africa.

Admission Requirements

1. Communication at NQF Level 4.
2. Mathematical Literacy at NQF Level 4.

Unit Standard			
MODULE: UNIT STANDARDS ELECTIVE	Identify product features, advantages, and benefits to the customer	5	10
	Close a deal with a customer	5	5
	Develop and implement marketing plan in line with marketing strategy	5	20
	Monitor handling of customer by frontline customer service	5	8
	Manage customer requirements and needs and implement action plans	5	8
	Identify and manage areas of customer service impact	5	6
	Establish customer needs and relationships	5	16
	Develop customer needs and relationships	5	16
	Recognize areas in need of change make recommendations and implement change in the team, department, or division	5	3
	Develop and implement a strategy and action plans for a team, department, or division	5	4