

# **FINANCIAL SERVICES REPRESENTATIVE (Competency-Based)**

## **APPENDIX A**

O\*NET CODE 43-3071.00

This training outline is a minimum standard for Work Processes and Related Instruction. Changes in technology and regulations may result in the need for additional on-the-job training.

### **WORK PROCESSES**

#### **A. Workplace Orientation**

1. Describe workplace organizational structure.
2. Describe workplace policies and procedures.
3. Demonstrate an understanding of general ideas regarding workplace ethics, interpersonal communication, and general management.
4. Practice active listening and complex problem solving when handling customer inquiries.

#### **B. Customer Service and Service Orientation**

1. Provide customer and personal services including customer needs assessments, meeting quality standards for services, keeping customers informed, and evaluating customer satisfaction.
2. Identify the proper employee to help with more complex needs; knows who does what role in the branch.
3. Independently meets customer needs in their role.
4. Use email and voicemail proficiently and consistently.

#### **C. Transactions and Customer Research**

1. Review documents and files for usability and accuracy.
2. Demonstrate proficiency in understanding all financial regulations in the industry.
3. Perform activities associated with transaction management, including researching transactions to respond to customer needs and requests.
4. Identify opportunities for customers and refers them to the proper specialist or department.

5. Research complex and uncommon transactions for customers.
6. Follow regulations and internal policies and prevents fraud.

#### **D. Branch Operations**

1. Implement and adhere to access control procedures to ensure client protection.
2. Perform routine service transactions such as address changes, pin changes, and checkbook orders.
3. Pull reports and address issues without prompting; accomplish time management and incident clearing with minimal oversight of supervisor.
4. Demonstrate understanding of cash flows, customer tendencies, and historic cash levels.
5. Understand business operations performed by independent bank branches or departments.

#### **E. Products and Concepts**

1. Understand and explain products and concepts relating to the financial services industry, including financial instruments, financial management, insurance principles, and cash and capital principles.
2. Describe in general terms what the banking institution offers in retail products and direct customers to information, brochures, and other product knowledge documents.
3. Describe details of retail products and services.
4. Demonstrate knowledge of which products and services are the best fit for customers; may need assistance in deciding which products to offer.
5. Demonstrate the ability to describe the value of individual products and services and ask the customers the right questions to assess their needs.
6. Confidently offer the right product solutions to customers and refer them to the appropriate specialist.
7. Complete applicable proper documentation and disclosures for products.

#### **F. Technology Applications**

1. Identify and utilize relevant technology and tools to analyze data, such as Microsoft Excel.

2. Set up email and voicemail and proactively manages communications.
3. Knowledgeable of all products and services of the banking institution and engages in cross-selling.
4. Follow all policies and procedures established by the banking institution.
5. Demonstrate basic understanding of a core system, i.e., a proprietary system to the banking institution.

**G. Fraud Prevention**

1. Establish a track record of consistently monitoring for and catching fraud.
2. Follow all processes and policies regarding fraud prevention.
3. Identify electronic fraud such as phishing and spoofing.
4. Escalate fraud according to bank policy.

**Approximate Total Hours            1,000 - 2,000**

**Apprentices in Competency-Based Programs shall participate in no fewer than 1,000 documented hours of on-the-job training, and until they have demonstrated competency for each Work Process, with the understanding competency will be demonstrated reasonably proximate to the maximum on-the-job training hours. Competency Assessment referenced in Appendix B.**

*Apprenticeship work processes are applicable only to training curricula for apprentices in approved programs. Apprenticeship work processes have no impact on classification determinations under Article 8 or 9 of the Labor Law. For guidance regarding classification for purposes of Article 8 or 9 of the Labor Law, please refer to <https://dol.ny.gov/public-work-and-prevailing-wage>*

# **FINANCIAL SERVICES REPRESENTATIVE**

## **APPENDIX B**

### **RELATED INSTRUCTION**

#### **Safety and the Workplace**

1. Basic Workplace Safety
2. Sexual Harassment Prevention Training – must comply with section 201-g of the Labor Law

#### **Job Skills and Theory**

1. Business Management Strategies
2. Computer Literacy
3. Data Analysis
4. Basic Arithmetic
5. Spreadsheets
6. Databases
7. Introduction to Marketing
8. Introduction to Business
9. Consumer Behavior
10. Communication for Business Professionals
11. Introduction to Microeconomics/Introduction to Macroeconomics
12. Business Ethics
13. Oral and Written Communication Skills
14. Independent and Collaborative Working
15. Project Management
16. Customer Service Skills
17. Complex Problem Solving
18. Active Listening

#### **Competency Assessment**

1. Test Preparation
2. Written/Practical Proficiency Examination(s)

At least 144 hours of Related Instruction per year must be available for the apprentice at the time of his/her indenture. However, the apprentice may test out earlier if able to demonstrate competence for each topic on the Related Instruction outline.

Appendix B topics are approved by New York State Education Department.