

The IBF Standards are a set of competency standards developed by the industry for the industry. They are benchmarked against international standards and represent the key skill sets required for various jobs in the financial industry. They currently cover 12 industry segments:



**CAPITAL  
MARKETS**



**COMPLIANCE**



**CONSUMER  
BANKING**



**CORPORATE  
BANKING**



**FINANCIAL  
MARKETS**



**FINANCIAL  
PLANNING**



**FUND  
MANAGEMENT**



**GENERAL  
INSURANCE**



**LIFE  
INSURANCE**



**RISK  
MANAGEMENT**



**TECHNOLOGY  
& OPERATIONS**



**WEALTH  
MANAGEMENT**

# Skills for Consumer Banking



Find a training programme  
to suit your needs  
<https://goo.gl/1Y6JWK>

## About Consumer Banking

Consumer Banking offers a range of financial products and services, such as deposits, insurance, secured and unsecured loans, investment and wealth advisory services to meet the banking needs of retail clients.

## About Proficiency Levels

The IBF Standards offer three proficiency levels to help you track the development and sophistication of your skills in relation to your career aspirations. You can also use the Standards to identify training programmes at the right level to meet your skills development needs.

Level 1 a basic understanding of key concepts and ability to apply skills to routine tasks

Level 2 ability to apply skills to complex tasks

Level 3 ability to apply skills in the context of broader organisational considerations

## About IBF Certification

IBF Certification is an industry endorsed mark of quality for finance professionals in Singapore. To achieve certification, you will need to complete an IBF accredited programme. In addition, for IBF Level 2 and 3 Certification, you will need to meet the relevant experience requirement. IBF Certified individuals may use their professional certification titles "IBFQ" or "IBFA" on their business cards and correspondences.



### IBF Qualified (IBFQ)

An individual certified as "IBF Qualified" is equipped with foundational skills to undertake new roles.

- Certified via IBF Level 1 Programmes






### IBF Advanced (IBFA)

An individual certified as "IBF Advanced" has demonstrated applied knowledge and advanced analytical skills for specialist or managerial functions.

- Certified via IBF Level 2 or Level 3 Programmes  
- 3-15 years of experience

Skills	Proficiency Level			
	1	2	3	
 <b>Analytics / Decision Sciences</b>				
	Data analytics	•	•	•
	Scenario analysis and planning		•	•
 <b>Business Assurance &amp; Client Due Diligence</b>	Contract management		•	•
	Credit risk	•		
	Cybersecurity	•		
	Fraud detection and prevention	•	•	
	Governance	•	•	
	Organisational performance management	•	•	•
	Portfolio and operational risk assessment and management	•	•	
	Process orientation / enhancement	•	•	•
	Quality assurance	•	•	•
	Regulatory standards and compliance	•	•	
 <b>Customer Interaction</b>	Customer experience management	•	•	•
	Customer journey design	•	•	•
	Initial customer engagement	•		
	Process / UX design feedback	•		
 <b>Digital Channel Design</b>	Business requirement mapping	•	•	
	Customer interface development	•	•	•
	Project management	•	•	•
	Project planning	•	•	•
	User experience design	•	•	•

Skills	Proficiency Level		
	1	2	3
 <b>Management</b>			
	Change management		•
	Team leadership		• •
	Recruitment and development of sales executives		• •
	Performance management for sales executives		• •
	Supervisory oversight		• •
 <b>Marketing / Digital Engagement</b>			
	Customer segmentation	•	• •
	Digital marketing and engagement	•	• •
	Event management	•	
	Product marketing	•	• •
	Vendor management	•	• •
 <b>Product Development</b>			
	Alliance management	•	• •
	Asset liability management	•	
	Channel management	•	• •
	Pricing		• •
	Product financials and risk management	•	• •
	Product suitability	•	• •
 <b>Relationship Management</b>			
	Client acquisition	•	
	Client acceptance and on-boarding	•	
	Personal financial advisory	•	
	Client servicing	•	