An Introduction of Banking Service and Operations

Raymond Cheng

9th October 2020
Topics
1. Basic Principles of Banking Services
2. Introduce various Banking Services
3. Introduce various Operations Services

Helps you:
- Understand your work area w.r.t. your Bank
- Navigate your Organisation
Banking is a **REGULATED** business.

**Bank’s Mission:**
- Help customers (personal & corporate) to keep their wealth
- Assist customers to improve their wealth
- Help customers to exploit business opportunities

→ **Better lifestyle and stronger business**
Customer buys Products and receives Services.

**Corporate customers**
- Listed Co, SME, family business,
- Government
- FIs

**Individual customers**

**Channels**
- Mobile
- Desktop
- Call Center
- ATM
- Branch

**Operations**

**Banking Products & Services**
Key Products:

- Deposits
- Payment, Collections, Remittance, Withdrawal, ATM, Payroll ...
- Currency Exchanges, ...
- Loans, Mortgages, Overdrafts, ...
- Trade Imports/Exports, Supply-Chain
- Insurance, MPF, ...
Banking Products and Services (2)

- Investments, Mutual Funds, Unit Trusts, ...
- Securities, Margin Trading
- Asset Management, Trust, ...
- Guarantee, Advisory, ...
- Private Equity, Hedge Funds, ...
- Treasury Operations, Contracts, Derivatives, ...
- Financing, IPOs, ...
Customers’ connection to Bank

- Human
- Branches, ATM, Kiosks, ...
- Call Centers, ...
- Internet, PC, mobile, tablets, ...
- Third party Agents
Banking Operations

- Cover actions and processes to fulfil a banking product and service requirements.
- Performing lots of operations and manual works in different areas everyday. For instance,
  - Carrying out a counter transactions
  - Replying a customer call or chat over social media
  - Entering customer information into banking systems
- Most Banking Operations are AUTOMATED.
- Continuing to invest in automations in sophisticated Operations (e.g. Big Data/AI technology)
- Offering more customer self-service services via electronic channels
General Banking Operations:

- Data entry, managing papers and documents, counting notes, replying letters, handling phone call, clear a cheque, ...

Specific Banking Operations:

- Branch counter, Bank Notes handling, ...
- Know Your Customer (KYC)
- Credit Assessment, Collection, ...
- Compliance and Audit assurance, assessment, quality control, ...
- Financial Crimes covering Sanctions, Anti-Money Laundering, Tax Evasion, cross-border currency controls, transaction monitoring, control, checking, ...
- Finance, HR, ...
The key characteristics of different Banking Operations are:

- Manual operations could be labour intensive and high potential risk
- Some areas require the special discipline and know how
- **Accuracy** and **quality** are of top priority, hence double keying, re-conciliation, four eyes check, ...
- Clear procedure and strong control with comprehensive monitoring
- Audit trail is a must
- Quality management is a key practice
Banking business is an exciting one – it helps people and society, it has lots of different products and services, it utilizes leading edge technology, and it covers different disciplines and carries the right value.