

LIBF Level 4 Certificate in Relationship Management (CertRM)

Qualification Specification



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Please Note - Uncontrolled document when printed.

Please always review the latest document available through the website.

Purpose of the qualification

Why study LIBF Level 4 Certificate Relationship Management (CertRM)?

In Banking, professional relationships are key to providing the best customer outcomes and for adding value to the business. The Certificate in Relationship Management (CertRM) is of particular interest if you are new to the role and you have responsibilities within business banking, commercial banking and / or corporate relationship management, or if you are keen to improve your understanding and application of the skills and tools that aid you in a relationship manager role. In completing this qualification, you will develop and enhance your skills in business planning, account portfolio management, and the role of the relationship manager as a trusted adviser, particularly with a focus on anticipating, identifying and satisfying customer needs profitably.

The CertRM is set at Level 4¹ and provides credit into the Professional Diploma in Banking & Finance designation offered through The London Institute of Banking & Finance.

Objectives

As a comprehensive course focusing on relationship management, the qualification develops specialist knowledge and skills by introducing you to the strategic context and organisational implications of relationship management within the financial services industry.

Key content areas

- the environment in which businesses operate;
- the different types of business customer;
- the role of relationship management and relationship marketing;
- the role of the relationship manager as a trusted adviser in identifying and supporting customer needs;
- the importance of effective communication; and
- the importance of business plans and the relationship to portfolio management together with key account and portfolio planning.

¹ Ofqual Regulated Qualifications Framework (RQF).

Qualification learning outcomes

On completing this qualification, in the context of the financial services sector you will:

LO	Detail
LO1	Understand the commercial environment in which businesses operate
LO2	Understand and identify the different types of business customer
LO3	Explain relationship management principles
LO4	Understand business plan analysis and the role of the relationship manager in business development and customer retention
LO5	Understand portfolio planning

Key skills developed

The qualification will encourage you to:

- develop your ability to work with customers of varying complexity.
- develop your ability to manage customers and situations.
- increase your ability to work and study independently and utilise resources effectively.

Entry requirements

There are no specified entry requirements. However, you need to be satisfied of your ability to study in English.

Recognition of prior learning

In line with the London Institute of Banking & Finance regulations, as CertRM is a single unit qualification, recognition of prior learning does not apply.

Progression and preparation for further study

CertRM provides a platform for continued study within the financial services sector and a wide range of other business-related disciplines.

Upon successful completion of the Certificate in Relationship Management (CertRM) qualification, there are opportunities for further study with The London Institute of Banking & Finance. CertRM forms part of the [Professional Diploma in Banking & Finance](#) designation.

On successful completion of the Professional Diploma in Banking & Finance designation, you will be eligible to apply for Associate membership status of The London Institute of Banking & Finance.

Apprenticeships

CertRM is not currently available through an apprenticeship standard.

Preparation for employment / professional development

CertRM is a professional development qualification which is designed to develop knowledge and understanding of relationship management within financial services and enhances skills that are valued within that sector and others.

Structure

CertRM is made up of **one mandatory unit** which must be successfully completed to achieve the qualification:



The detailed unit syllabus is available as an Appendix to this document and latest version is always available through our course website.

Total Qualification Time (TQT)

Total Qualification Time (TQT) is a prediction of the total time a student with no prior knowledge might need to complete the course.

TQT consists of two elements, Guided Learning (GL) and all other hours:

- GL is time spent studying under the immediate guidance or supervision of a teacher (including webinar and forum).
- All other hours include hours spent unsupervised in research, learning, e-learning, e-assessment, completing coursework, exam preparation, and formal assessments.

CertRM is primarily considered as a distance learning qualification with on-demand examinations through Pearson VUE.

Guided Learning Hours 7 hours

Other hours	193 hours
Total Qualification Time	200 hours

Learning resources

CertRM is available as a distance learning qualification, it allows you to study independently with comprehensive learning materials and study guides. Practical (non-academic) support is available from The London Institute of Banking & Finance Student Services.

You are provided with the following learning resources:

- online access to the core text through **MyLIBF**- www.myLIBF.com;
- access to KnowledgeBank (e-library) through **MyLIBF**;
- unit syllabus;
- study planner;
- specimen assessments;
- online e-quizzes and activities;
- webinars; and,
- 'ask the expert' (tutor-led) forum.

What to do before the assessment

You must be registered to sit the examination at a centre of your choice (subject to demand / availability); this is managed by you. Examinations are sat electronically at any one of the 150 Pearson VUE test centres across the UK. It is recommended that examinations are booked two months in advance of the date you wish to sit. However, subject to availability, an examination can be booked as little as two working days in advance. Examinations can be booked over the phone or via the [Pearson VUE website](#).

Upon registration for the qualification, you will be allocated to a specific coursework session. Coursework is submitted via the course site; once submitted, all assignments are checked by TurnitinUK. TurnitinUK is an originality checking and plagiarism prevention service. Guidance on the submission process, TurnitinUK and referencing is provided on the course site.

To prepare for all assessment elements, you should make use of all learning resources.

Assessment

CertRM has two assessment components:

1. An examination comprising 30 multiple-choice questions. A total of 30 marks are available and the pass mark is 70%.
2. A 2,000-2,500 word coursework assignment. A total of 50 marks are available for the coursework and the pass mark is 50%.

The structure of the assessment ensures that all course content is subject to assessment.

Qualification grading

The overall qualification is graded pass only. To achieve a pass, you must achieve at least 70% in the examination and at least 50% in the coursework.

Assessment	Total marks	Pass
MCQ examination	30	70%
Coursework assignment	50	50%

For the examination, feedback is provided via an analysis sheet available on www.MyLIBF.com.

Levels based feedback is provided for the coursework.

Registration period

CertRM has a nine month registration period.

Resubmission and re-sit attempts

Exam

There are no restrictions on the number of times you can resit the MCQ examination, although each resit will require a re-registration and incur a fee.

Coursework

If you fail the coursework assignment it is possible to resubmit. More details can be found in the resubmission guide which can be found on your course site.

If fail your resubmitted piece of coursework you are able to pay to re-register. There are no restrictions on the number of times you can re-register.

Appendices

Appendix 1 – Regulation detail

This document describes the regulation detail that is applicable to the qualification.

Qualification title	LIBF Level 4 Certificate in Relationship Management (CertRM)
Ofqual qualification number	603/1415/1
Qualification level	4
European Qualifications Framework (EQF) level	5
Qualification Type	Other General
Guided learning hours	7 hours
Total qualification time	200 hours
Total credits	20
Sector Subject Area	15. Business, Administration, Finance and Law
Sub SSA	15.3 Business Management
Overall grading type	Pass
Assessment methods	Multiple-choice and Coursework
Regulated in	England
Qualification for ages	19+
Operational start date	15 May 2017
Qualification description	CertRM consists of one mandatory unit. A total credit value of 20 must be obtained for achievement of the qualification.

Appendix 2 – Relationship Management (RELM)

A description of RELM that provides detail on syllabus content, learning outcomes and assessment criteria.

Unit Profile

The unit explores relationship management within the business context, you will learn how to assess the environment in which businesses operate. The unit moves on to explore the different types of customers and how they make their buying decisions, examining the different types of business relationship. The unit also examines business planning and the role of the relationship manager as a trusted adviser, the skills and competencies required and the importance of portfolio planning.

Unit title	Relationship Management (RELM)
Ofqual unit reference number	K / 615 / 6823
Unit level	4
Unit credit value	20
Typical study hours	200

Assessment method

RELM assessment has two components:

- a. 30 standalone multiple-choice questions worth 30 marks. The examination is to be completed in 45 minutes. The examination is worth 30 marks, with a pass mark of 70%.
- b. A coursework assignment. 2,000-2,500 words worth a total of 50 marks, with a pass mark of 50%.

Unit learning outcomes / assessment criteria

Learning outcome (LO) The learner will:	Assessment criteria (AC) The learner can:
<p>1. Understand the commercial environment in which businesses operate</p>	<p>1.1 Identify the role of PESTLE within the macro environment</p> <p>1.2 Describe the internal and competitive environments</p> <p>1.3 Explain the need for and use of relationship management systems</p> <p>1.4 Explain the role of the financial services regulatory bodies</p> <p>1.5 Analyse the impact of risk</p> <p>1.6 Explain financial crime from a relationship management perspective</p>
<p>2. Understand and identify the different types of business customer</p>	<p>2.1 Identify the different types of customer</p> <p>2.2 Describe customer profiling and segmentation approaches</p> <p>2.3 Explain buying and selling processes</p> <p>2.4 Describe stakeholders and business networks including the nature of financial services sales in this market</p>
<p>3. Explain relationship management principles</p>	<p>3.1 Identify the key attributes of a relationship manager</p> <p>3.2 Evaluate relationship management as a driver of competitive advantage</p> <p>3.3 Analyse the role of relationship management in the banking environment</p> <p>3.4 Identify the use of relevant models in identifying customer needs</p>

<p>4. Understand business plan analysis and the role of the relationship manager in business development and customer retention</p>	<p>4.1 Evaluate how the quality of business plan analysis can affect the management of a banking relationship</p> <p>4.2 Compare the different relationship management principles in the retention and acquisition of customers</p> <p>4.3 Describe the relationship manager as a trusted financial professional and the principles of building relationships</p> <p>4.4 Understand the products available to facilitate introductions to specialist financial resources</p> <p>4.5 Describe the processes of gaining new business and customer retention</p>
<p>5. Understand portfolio planning</p>	<p>5.1 Identify the methods of key account identification and management plans</p> <p>5.2 Explain market sector preferences and the use of key sector specialist relationship managers</p>

Unit syllabus (indicative content)

UNIT 1 INDICATIVE CONTENT	
LO1:	Understand the commercial environment in which businesses operate
AC1.1	Explain the application of PESTLE within the macro environment: <ul style="list-style-type: none"> • The macro environment and the use of PESTLE
AC1.2	Describe the internal and competitive environments: <ul style="list-style-type: none"> • The competitive environment (Porter’s Five Forces) • The internal environment (use of SWOT; McKinsey’s 7S framework; the Balanced Scorecard; value chain analysis)
AC1.3	Explain the need for and use of relationship management systems: <ul style="list-style-type: none"> • RM technology; data mining • Customer relationship management systems • Data confidentiality
AC1.4	Explain the role of the financial services regulatory bodies: <ul style="list-style-type: none"> • The role of the main financial services regulatory bodies and key regulation • Complaints, actions and the role of the Financial Ombudsman • Treating Customers Fairly (TCF)
AC1.5	Analyse the impact of risk: <ul style="list-style-type: none"> • Reputational • Conduct and ethics • Sustainability
AC1.6	Financial crime: <ul style="list-style-type: none"> • Relationship managers role as the first line of defence • Customer Due Diligence eg Know Your Customer (KYC)
LO2:	Understand and identify the different types of business customer
AC2.1	Identify the different types of customer: <ul style="list-style-type: none"> • Types of customer: companies, partnerships, limited liability partnerships (LLPs), group arrangements and other non-personal accounts • Management structure of a business
AC2.2	Describe customer profiling and segmentation approaches: <ul style="list-style-type: none"> • Customer profiling and segmentation approaches in the marketplace including application of the extended marketing mix

	<ul style="list-style-type: none"> • Business, Commercial and Corporate Banking models
AC2.3	<p>Explain buying and selling processes:</p> <ul style="list-style-type: none"> • Buying and selling processes • The role of the Decision-Making Unit (DMU)
AC2.4	<p>Describe stakeholders and business networks including the nature of financial services sales in this market:</p> <ul style="list-style-type: none"> • Internal and external stakeholders and business networks • The nature of financial services sales
LO3:	Explain relationship management principles
AC3.1	<p>Identify the key attributes of a relationship manager:</p> <ul style="list-style-type: none"> • Purpose of the role • Skill set • Consultative mind-set • Attractiveness to customers (eg personal currency, personal brand, personal reputation) • Professional image • Communication skills • Cross selling • Team work
AC3.2	<p>Evaluate relationship management as a driver of competitive advantage:</p> <ul style="list-style-type: none"> • Relationship management as a driver of competitive advantage
AC3.3	<p>Analyse the role of relationship management in the banking environment:</p> <ul style="list-style-type: none"> • Customer centricity • Understanding of bank strategy for market segment • Relationship Management models, including geographical representation and hub / spoke management
AC3.4	<p>Identify the use of relevant models in identifying customer needs:</p> <ul style="list-style-type: none"> • Lifetime value • Gap analysis • Ladder of loyalty
LO4:	Understand business plan analysis and the role of the relationship manager in business development and customer retention
AC4.1	<p>Evaluate how the quality of business plan analysis can affect the management of a</p>

	<p>banking relationship:</p> <ul style="list-style-type: none"> • What is business plan analysis • Quality of client and credit analysis, including profitability of the relationship
AC4.2	<p>Compare the different relationship management principles in the retention and acquisition of customers:</p> <ul style="list-style-type: none"> • Relationship management principles in the retention and acquisition of customers • Risk and reward across a client relationship
AC4.3	<p>Describe the relationship manager as a trusted financial professional and the principles of building relationships:</p> <ul style="list-style-type: none"> • Trusted financial professional • Principles of building relationships • Service quality; measurement
AC4.4	<p>Understand the products available to facilitate introductions to specialist financial resources:</p> <ul style="list-style-type: none"> • Internal stakeholder management • Sources of Finance • Primary product areas including Transaction Banking, Financial Markets and Corporate Finance
AC4.5	<p>Describe the processes of gaining new business and customer retention:</p> <ul style="list-style-type: none"> • Gaining new business including networking and prospecting • Generating business from the existing customer base, organic growth • Customer retention
LO5:	Understand portfolio planning
AC5.1	Identify the methods of key account identification and management plans
AC5.2	<p>Key account information:</p> <ul style="list-style-type: none"> • Explain market sector preferences and the use of key sector specialist relationship managers key account identification (the key account segmentation matrix and the Boston matrix) • Key account management plans • Market sector preference and rationale • Use of sector specialist relationship managers with a relationship team