

## To SBA member banks

### SBA recommendation for SAQ person certification

Dear Sir or Madam

The Swiss Bankers Association (SBA) recommends that its members have their client advisors certified to the standards of the Person Certification Client Advisor Bank of the Swiss Association for Quality (SAQ) under international norm ISO 17024.

#### Capable client advisors are the cornerstone of a successful bank

A common standard of certification is intended to aim for a high level of professionalism and excellence. The existing, widely used SAQ standards for person certification for bank client advisors meet this objective.

The SBA regards it as important that these standards are modular, so as to meet the needs of different banks. The SAQ person certifications agreed mean institutions can be sure of the knowledge and abilities of their client advisors and can document these for clients. They give the client confidence.

The SAQ standards committee, which defines and refines the content, requirements, qualification procedures and processes for obtaining certification, is made up of representatives of UBS, Credit Suisse, Raiffeisen, Julius Baer (for the stock exchange banks), BCV (for the cantonal banks), LGT Bank (Switzerland) (for the foreign banks) and the SBA; a seat is reserved for all other banking groups, as soon as they are active. This means the banks control the content, and they are keen to develop this in future.

SAQ person certification has already been introduced for the various roles in advising clients. Person certification for bank client advisors is supported by 32 banks, and over 9,000 employees have already been certified (see supplement).

With this in mind, the SBA also recommends the following SAQ person certifications for bank client advisors as a quality standard, in addition to the Certified Wealth Management Advisor (CWMA) qualification recommended in December 2016:

- Certified Client Advisor Private Clients
- Certified Client Advisor Individual Clients
- Certified Client Advisor SMEs<sup>1</sup>
- Certified Corporate Banker CCoB
- Certified Client Advisor Affluent Clients<sup>2</sup>

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<sup>1</sup> Newly introduced in September 2017

<sup>2</sup> Newly introduced in September 2017

The banks have a degree of room for manoeuvre. They can decide for themselves how their roles/functions fit with the various certificates and how they prepare their client advisors for certification.

Some banks undertake internal training with a view to certification; others delegate this to an external training provider.

You can find an overview of the SAQ person certifications with their respective target groups, areas covered and parameters to obtain certification and details of who to contact at SAQ at [www.swissbanking.org](http://www.swissbanking.org) -> Topics -> Training -> Person certification.

Yours sincerely

Swiss Bankers Association

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