

# Study on the Professional Ethics of After-sales Service Personnel in Financial Industry

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**Abstract**—Professional ethics refers to the basic ethics that practitioners should follow in their professional life. And it is a self-restraining code of conduct for all kinds of practitioners. The professional ethics of financial after-sales service personnel is the code of conduct that financial after-sales service practitioners should follow. In the modern credit economy, the financial industry is at the core of the whole national economy, and plays a very important role in the whole national economy. Especially in recent years, the competition in the financial industry has become increasingly fierce. The design of financial products has become increasingly complex, and the professional ethics of financial after-sales service personnel has been paid more and more attention by enterprises.

**Keywords**—*financial industry; after-sales service; ethics*

## I. INTRODUCTION

The professional ethics level of banking after-sales service personnel directly determines the loyalty of banking customers. Banking after-sales service personnel are the image ambassadors or spokespersons of the banking industry. They not only need to communicate with customers, but also have strong business ability, which has a high comprehensive requirement. To strengthen the professional ethics of banking after-sales service personnel will improve the core competence of the banking industry. This paper aims to put forward some views and opinions in this regard.

## II. THE IMPORTANT ROLE OF ESTABLISHING THE PROFESSIONAL ETHICS OF FINANCIAL AFTER-SALES SERVICE PERSONNEL

### A. *Establishing Good Professional Ethics of After-sales Service Personnel Can Improve the Overall Quality of Employees*

China is in the period of social transformation, and the gap between the rich and the poor is relatively large. The market economy is not perfect, and the negative effect of market economy has certain impact on people. Financial enterprises are generally profit-oriented. The financial practitioners tend to lose the direction while pursuing profit maximization and personal interests. Then, it will form money-oriented mistaken ideas. Especially, the particularity of the financial industry will be more vulnerable to the influence of wrong values such as money supremacy, profit-

seeking and egoism in capitalist society, which will make the financial practitioners form a corrupt lifestyle and affect the credibility of the financial industry, especially security. Corruption cases within the financial industry are some typical cases. It is necessary to establish professional ethics of financial service personnel, and fight against these wrong ideas through professional ethics.

### B. *Establishing Good Professional Ethics of After-sales Service Personnel Can Improve the Quality of Financial Products*

With the rapid development of the financial industry, the competition among financial enterprises has become increasingly fierce. The homogeneity of products makes the competition of financial products stay in the commodity. Also, the after-sales service has evolved into a part of the financial products. The after-sales service has become a very important part of the current financial services, which directly determines the quality of financial products. Only by establishing good professional ethics can the after-sales service staff improve the satisfaction, consideration and thoughtful after-sales service for customers. Then, they can ensure that the quality of financial products will never "deteriorate". For example, the earnings of some financial products are closely related to the future changes in the financial market. It is necessary for after-sales service personnel to communicate with customers in time to help customers understand the changes in earnings. Some insurance products need customers to continue to insure to play their functions. If there is no timely monitoring of after-sales service personnel, it may make insurance products lose their function. Uncertainty and complexity of financial products have brought great difficulties to after-sales service. Only by improving their professional ethics can after-sales service personnel make financial products play their due role.

### C. *Establishing Good Professional Ethics of After-sales Service Personnel Can Enhance Customer Loyalty*

With the continuous innovation of financial products, the design of financial products tends to be complex. Especially in recent years, China's financial market has been developing faster and faster. The growth enterprises market and the introduction of stock index futures have increased the customers' attention to financial products. However, not every customer has time and opportunity to learn financial knowledge. Even if they have certain financial knowledge,

they may not have enough time to analyze financial markets and manage their own financial products. At this time, after-sales service personnel play the role of providing security to customers, such as providing necessary consultation and quick information for customers, which can save time for customers to understand market information. In this way, intimate service improves customer loyalty and wins valuable customer resources for enterprises.

#### *D. Establishing Good Professional Ethics of After-sales Service Personnel Can Enhance the Good Image of Financial Enterprises*

Financial enterprises are not only service enterprises, but also financial intermediaries. They are connected with investors and financial markets. They have great social impact. The particularity of financial enterprises requires financial enterprises to establish good credit and image. Only in this way can they open up markets and ensure the stable and sustainable development of financial enterprises. After-sales service is the last link of financial services. After-sales service affects customers' views on banks. Good after-sales service can win good reputation. Bad after-sales service directly affects the good reputation of enterprises. It can be said that after-sales service is very important for financial enterprises. Only by establishing good professional ethics can after-sales personnel meet the different needs of customers. Only in this way can they improve the good image of financial enterprises.

### III. MAIN CONTENTS OF PROFESSIONAL ETHICS OF AFTER-SALES SERVICE PERSONNEL

#### *A. Cherishing Posts and Devoting Wholeheartedly to Work*

The most basic requirement of professional ethics is to cherish posts and devote wholeheartedly to work. All practitioners should first love their own work, love their own jobs, and have a high degree of dedication and sense of responsibility for their own work. Financial after-sales service personnel are no exception. Only in this way can they use their brains and think more in their ordinary and boring work and keep innovating in their work, take the initiative to contact customers to solve the problems, find out customer needs, use real and reliable actions to meet customer needs, and use conscientious work to create performance for enterprises.

#### *B. Observing Law and Discipline*

Finance industry is a special industry. Compared with other industries, the financial temptation is greater. As financial practitioners, they should always remember their work responsibilities, be strict with themselves, carry out business in strict accordance with the corresponding workflow and regulations, actively study the relevant laws of finance industry, and carry out business in accordance with the legal requirements. The financial practitioners can not break the law and discipline, and consciously safeguard the credit of the financial industry. Being honest and impartial, and daring to fight against all kinds of violations of laws and regulations is also the main responsibility of financial after-

sales service personnel. They should not blindly meet the needs of customers, but should have principles.

#### *C. Honesty and Trustworthiness*

Honesty and trustworthiness are more important to the financial industry than any other industry. Taking banks as an example, banks typically run with the debt. Commercial banks without credit are impossible to have sustained development. As financial intermediaries, securities and insurance industries also need credit when they make the investment or insurance for the clients. In the end, the credit of financial enterprises is embodied by the professional ethics of practitioners, such as honesty and trustworthiness. Facing the money, it is necessary to keep the moral bottom line, which is the bottom line of behaving, but also the bottom line of financial practitioners. Honesty and trustworthiness is an intangible wealth of the financial industry and intangible assets of the financial industry. It is the foundation of financial industry and competition.

#### *D. Good Professional Work*

The financial industry is a knowledge-intensive enterprise, which requires very high comprehensive quality of its employees. Especially in recent years, foreign-funded financial enterprises have entered the Chinese market on a large scale, which puts forward higher requirements for the quality of Chinese financial practitioners. This requires financial after-sales service personnel to have higher professional competence, including communication skills, professional skills and strong learning ability. They should assiduously study modern financial knowledge, modern market economy knowledge, modern science and technology knowledge, modern legal knowledge, and strive to improve the financial business level. As the financial after-sales service personnel, they must constantly improve the ability, and constantly update the knowledge. They must always grasp the dynamics of the market and the forefront financial theory. Only in this way can they remain invincible in the fierce competition.

#### *E. Making Contribution to the Society*

Financial industry is a typical service industry, and the work is very busy. Especially for after-sales service personnel, they have to communicate with customers directly and deal with more complicated things. Those who love financial industry and are willing to contribute can be competent for this job. They are not afraid to bear hardships and complaints. Working overtime and running here and there is a common thing. Therefore, a financial practitioner must have a heart of making contributions to the society. Only in this way can the financial practitioner be competent for this job. From another point of view, the financial industry is at the core of the whole modern economy. The development of all walks of life can not be separated from the financial industry. The financial industry has penetrated into people's lives, and has become an indispensable part of modern society. This requires that the financial practitioners improve their sense of dedication and wisdom wholeheartedly.

#### IV. MAJOR METHODS FOR STRENGTHENING THE CONSTRUCTION OF PROFESSIONAL ETHICS OF FINANCIAL AFTER-SALES SERVICE PERSONNEL

Compared with the international level, the level of after-sales service and service ability of China's financial industry still lag far behind. Especially in the aspect of professional ethics construction, it is difficult to adapt to the increasingly fierce competitive environment. The professional ethics of after-sales service personnel directly determines the level of after-sales service provided by them. Therefore, it is urgent to establish a high-quality team of after-sales service personnel.

##### A. *Strengthening the Education of Financial Professional Ethics*

To carry out financial professional ethics education needs to carry out professional ethics education for after-sales service personnel through various forms, such as symposiums, regular meetings, and other forms. Through some popular forms of professional ethics education, financial after-sales service personnel establish lofty professional goals, increase their sense of professional honor in advance, consciously obey professional ethics norms, and internalize the requirements of professional ethics into one's own professional behavior.

##### B. *Establishing Relevant Laws and Regulations*

In addition to good education, there are also supporting systems and regulations to restrict the behavior of after-sales service personnel. On the one hand, the system and regulations should reflect the market mechanism and improve the competition mechanism. For example, relevant reward and punishment mechanisms can be formulated to increase the rewards for employees having excellent moral quality. It is needed to give the reward not only from the spirit, but also from the material aspect. Through these rewards, it is available to set up learning examples, and form a dedication, bold entrepreneurial work atmosphere. In addition, it is also needed to strengthen punishment, enhance education for employees with poor moral quality, and give serious treatment to employees who violate professional ethics. Strict punishment mechanism should be adopted to prevent gradual decline and corruption. Especially for the relevant leading cadres, they should be restrained by relevant system.

##### C. *Increasing Social Supervision*

In order to truly understand the professional ethics of after-sales service personnel, the most critical thing is to establish the social supervision mechanism. The professional ethics of after-sales service personnel is ultimately reflected in the service he provides, and in every detail of dealing with customers. Hence, a smooth customer feedback mechanism should be established in order to understand the service attitude of after-sales service personnel towards customers, and take the main information of customer feedback as an important indicator of performance evaluation of after-sales service personnel. It is a very effective method to improve

the quality of after-sales service personnel through social supervision.

#### V. CONCLUSION

This paper mainly studies the moral norms of after-sales service personnel in banking industry, and puts forward some opinions according to the follow-up of front-line employees in banking industry after a large number of investigations, hoping to play a role in attracting more experts and scholars to attach importance to the study of the moral norms of after-sales service personnel in banking industry, so as to contribute to the improvement of the service level of the whole banking industry.

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