



Personnel  
Certification

Swiss Association for Quality

## SAQ Personnel Certification Client Advisor Bank

The increase of customer's demands on consulting services as well as the continually changing situation on financial markets demand high competences in Client Advisors. A common industry-wide benchmark will create mutual recognition and enables a global exchange of personnel. This comparability demands consistent standards. The SAQ Swiss Association for Quality, an established and neutral personnel certification body, offers an attractive solution for the banking industry with its certification system Client Advisor Bank, which is accredited by the Swiss Accreditation Service (SAS) in accordance with SN EN 17024.

### Reasons for our success

#### Quality

- A certification standard of ISO 17024 accredited by the Swiss Accreditation Service SAS (SECO)
- Supported by the banking industry
- Recommended by the Swiss Bankers Association
- Pursuit of international recognition
- CWMA complies with MIFID II guidelines
- SAQ as a neutral, established and experienced center of excellence for person certification

#### Advantages

- Tested system: Certified Client Advisor Bank
- Combination of knowledge and skills
- 6 certification programs in 4 languages for the segments:
  - Retail
  - Corporate
  - Wealth Management
- Consistent standards
- Enabled comparability
- Flexible and adaptable system
- Consistent quality and transparency given at the award of certificates

#### Facts & Figures

As of December 31, 2021

- Certified Client Advisor Bank since 2012
- Successfully certified advisors from over 75 banks of 8 banking groups
- Holders of active certificates:
 

Advisor Private Clients:	2'122
Advisor Individual Clients:	4'185
Advisor SME Clients:	532
Corporate Banker (CCoB):	809
Advisor Affluent Clients:	328
CWMA:	7'933
- Exams in 19 countries with 1200 examination experts
- 9 mandated examination institutes



#### Personnel Certification

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