



RETAIL BANKING, NEW DISTRIBUTIONS CHANNELS AND E-BANKING

DATE: 19 - 21 JUNE 2018
VENUE: KOSOVO BANKING ASSOCIATION

OBJECTIVES

Retail Banking Strategy:

Provide a global overview of the distribution strategy in Retail Banking, the combining of different distribution channels and the transformation needed to succeed. In parallel, added information about future tools and FinTech's is given and linked to the Retail Banking Strategy.

The received information must serve to analyse the strengths and weaknesses of the actual bank strategy. The participants must be able to analyse the local environment, the transformation maturity, the different distribution channels and tools and help to build the own local scenario and the adapted decisions to be taken. They define the roadmap, the planning and the buildings blocks needed for their strategic evolution.

METHODOLOGY

Based on a theoretical course followed by a brainstorming and adapted exercises. The real scenario must be built by the participants in relation to their own situation.

WHO SHOULD PARTICIPATE?

Senior and middle management in Retail Banking. A good command of English is required!

ABOUT THE TRAINER

Mr. Christian Moreels, is Head of Daily Banking & Business Risk, member of the Retail Banking Management Team and NFRC Committee, ING Luxembourg SA. He joined ING Luxembourg SA to launch the Retail Banking as Investment Advisor, mainly for cross-border and international customers. He was Branch Manager, Client Administration Manager, Member of the Ops & IT Management Team. He is currently in charge of Business Coaching, Teaching and Commercial Development of the Daily Banking part of the Retail Banking.



ABOUT THE TRAINER

In charge of Domiciled Companies Team who provides specific bank services to local domiciliary intermediaries (fiduciaries, chartered accountants, lawyers, companies auditor, etc.) for their own needs and their customers. Also Head of Contact Center since 2015, a team that develops and assists customers and prospects by providing advices and accurate or professional services. In charge of Daily Digital Banking and their tools, he is participating in many strategic projects by ING Luxembourg but also with local regulator (CSSF), official organizations (Banking Association) and other third parties. Head of Regulatory and Support Team which manage the Customer Due Diligence, including all the compliance aspects and regulatory rules (FATCA, QI, CRS, FEC, AML, PSD 1&2, MiFid...). Christian is head and member of several Boards and Committees in ING.

REGISTRATION

Send your filled registration forms via email at KBA, or contact us at:

kbatrainingcenter@bankassoc-kos.com or

038 246 171



DAY I

- Retail Banking
- Segmentation
- Another customer experience +Workshop
- Retail Banking Strategy

DAY II

- Tom + Workshop
- Digitization (Digitalization) + workshop
- Direct Banking + workshop
- Digital transformation

DAILY SCHEDULE

09:00 – 10:30	Training
10:30 – 10:45	<i>Coffee break</i>
10:45 – 12:00	Training
12:00 – 13:00	<i>Lunch break</i>
13:00 – 14:30	Training
14:30 – 14:45	<i>Coffee break</i>
14:45 – 16:30	Training
16:30	<i>End of day ☺</i>

DAY III

- FinTech's
- Onboarding and mobile onboarding
- Branches
- ATM
- Contact Center
- What about your local situation?
- Conclusions & next steps

CONTENT

- New distribution channels in a global Retail Banking Strategy
Building blocks used for a new Retail Banking lifecycle management which will be covered:
- Major trends and challenges of the Retail Banking
- Distribution strategy and organization
 - From single to omni-channel strategy
 - Overall organization of a Retail Bank
 - Positioning of the Channels
 - Branches
 - Internet and Mobile
 - ATM
 - Contact centers
 - Social network
- Which product for which client through which channel?
- New services for Retail Banking
 - Socio demographic evolution and new banking behaviors
 - CRM
- New actors / Fintechs
- Change Management and digital transformation
- Digitization (Digitalization)
- From Marketing to e-marketing
- Branches and new way of working
- Brand
- Pricing
- Primary relationship, primary clients
- Sales
 - Traditional sales
 - Direct Sales
 - Campaign Management and data management