

NEW DISTRIBUTION CHANNELS IN A GLOBAL RETAIL BANKING STRATEGY

Date: from 13 to 15 March 2023
Venue: Kosovo Banking Association

OBJECTIVES

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 branches, customer E-banking tools, third parties / Fintechs and Risks Management is given and linked to the Global Retail Banking Strategy.

The received information must serve to analyse the strengths and weaknesses of the actual local 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 their own local scenario and the adapted decisions and timeline to be taken. They define the roadmap, the planning and the useful buildings blocks for their strategic evolution and the needed digital transformation.

METHODOLOGY

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

TARGET GROUP

Senior decision takers in Retail Banking

LANGUAGE

A good command of English is required.

EXPERT

Christian Moreels is Head of Business Risk & Organization, member of the Retail Banking Management Team by ING Luxembourg SA. Christian joined ING Luxembourg SA in 1993 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 Risk. Coaching, Teaching and Development of the Retail Banking business and the management of the linked internal and external risks. He is also Head of Retail Organization Team that assists branches by providing advice and performing

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centralized tasks. He collaborates in the development 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 Business Risk Team which manage the Customer Due Diligence (KYC, KYT, TAX, ...), including all the compliance aspects and regulatory rules (FATCA, QI, CRS, FEC, AML, PSD, MiFid, ...). Head of Retail Support Team which takes in charge the management of the cases compliance and the first aid for recovery of credit files. Christian is Head and/or member of several Boards and Committees in ING.

PLACE DURATION DATES

Face 3 full days of face-to-face training

From 13 - 15 March 2023

Training Room of KBA, Pristina, Kosovo

CONTENT

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 networks
 - Segmentation
 - Products and services
 - Which product for which client through which channel?
 - New services for Retail Banking
- ✚ New actors / Fintechs / Artificial Intelligence
- ✚ Change Management and digital transformation
- ✚ Digitization (Digitalization)
- ✚ From Marketing to e-marketing
- ✚ Branches and new way of working
- ✚ Primary relationship, primary clients
- ✚ Sales
 - Traditional sales
 - Direct Sales
 - Campaign Management and data management
- ✚ Business risks management

Day 1 Retail Banking Strategy

1. Introduction
2. Rwanda vs Luxembourg
3. Retail Banking
4. Segmentation
5. Another customer experience +Workshop
6. Retail Banking Strategy
7. Tom + Workshop

Day 2 New Distribution Channel the day after tomorrow

8. Digitization (Digitalization) + workshop
9. Direct Banking + workshop
10. Digital transformation
11. Fintechs

Day 3

12. Onboarding and mobile onboarding + Workshop
13. Branches + workshop
14. ATM
15. Contact Center
16. What about your future local situation?
17. End-workshop: the day after tomorrow
18. Conclusions & next steps

DAILY SCHEDULE

09:00 – 10:30	Training
10:30 – 10:45	Coffee break
10:45 – 12:00	Training
12:00 – 13:00	Lunch break
13:00 – 14:30	Training
14:30 – 14:45	Coffee break
14:45 – 16:30	Training
16:30	End of day 😊

REGISTRATION

Send your filled registration forms via email at KBA, or contact us at:
kbatrainingcenter@bankassoc-kos.com or **038 246 171**