



DURATION

170-220 hours



DELIVERY CHANNEL

eLearning  
+ Textbook



Courses:

- 1 Retail Banking I
- 2 Retail Banking II
- 3 Retail Banking III

eLearning

## Certified Retail Banker

BUILD A SUSTAINABLE, PROFITABLE AND CUSTOMER-CENTRIC RETAIL BANKING BUSINESS.

### PROGRAM OVERVIEW & BENEFITS

Certified Retail Banker teaches the breadth of international best practices in ethical, customer-centric retail banking from its essential multi-disciplinary competencies to the advanced business knowledge and evolving skills required of management and leadership to support the transformation in retail banking.

Retail Banking I is the first level of the CRB curriculum which provides Candidates with a deep understanding of the end-to-end customer experience through a lens of key banking functions and processes, and their evolution driven by technology.

Retail Banking II is the second level of the CRB curriculum which focuses on the competencies required to build and manage high-performing, cross-functional, agile teams in support of the transformation in retail banking and sustainable profitability.

Retail Banking III is the third level of the CRB curriculum which focuses on developing and strengthening the capabilities required to lead retail banking strategic business units (SBUs) during periods of dynamic change, with a laser focus on the client.

Upon completion, Candidates have the tools and competencies to drive retail bank profitability and sustainability through a deep understanding of customer-centric solutions that serve customer needs and create customer lifetime value for their organizations.

### LEARNING OBJECTIVE

To gain a deep understanding of how to deliver customer-centric solutions and outcomes that create customer lifetime value and drives retail bank profitability and sustainability.

### COMPETENCIES GAINED

**Candidates are able to:**

- Determine the right course of action by upholding ethical best practices that lead to sustainable customer relationships.
- Drive customer-centric outcomes through a deep understanding of the end-to-end customer experience.
- Build profitable customer relationships by understanding the financial needs of the bank's customers' life stages.
- Support the business transformation in retail banking by acquiring essential and practical multi-disciplinary competencies.
- Manage the convergence of roles in traditional silo functions and build high-performing, cross-functional, agile teams to strengthen a customer-centric culture and support a sustainable and profitable retail banking business.
- Develop the capabilities required to lead retail banking strategic business units (SBUs) during periods of dynamic change.

### INTENDED AUDIENCE

- Retail Banking professionals including, but not limited to, Retail Banking Leaders, Heads of Departments, Branch Managers, Product Managers, Sales Managers, SME Managers, Middle and Back Office Staff, Relationship Managers, Credit and Lending practitioners.
- New entrants to banking in order to accelerate their learning and provide a common frame of reference for how a retail bank works.

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### ACCELERATED CRB

More experienced Retail Bankers have the opportunity to fast-track their certification.

10 YEARS EXPERIENCE	15 YEARS EXPERIENCE
<p>To qualify, you must have a minimum of 10 years experience in a retail banking role, and three of those years must have been in a managerial capacity or expert position. At the time of applying for exemption from Retail Banking I, you will need to provide a curriculum vitae signed by your HR department.</p> <p>The accelerated pathway to CRB status:</p> <ul style="list-style-type: none"><li>• Module 101: Business Ethics and Compliance</li><li>• Retail Banking II exam</li><li>• Retail Banking III exam</li></ul>	<p>To qualify, you must have a minimum of 15 years experience in a retail banking role, 10 years of which must have been in a managerial role or expert position. At the time of applying for exemption from Retail Banking I and Retail Banking II, you will need to provide a curriculum vitae signed by your HR department.</p> <p>The accelerated pathway to CRB status:</p> <ul style="list-style-type: none"><li>• Module 101: Business Ethics and Compliance</li><li>• Retail Banking III exam</li></ul>

### This is the Certified Retail Banker (CRB) Certification

