

## Retail Banking I

BUSINESS ACUMEN AND PRACTICAL SKILLS TO DELIVER CUSTOMER VALUE



DURATION

60 - 80 hours



DELIVERY CHANNEL

eLearning  
+ Textbook



### Modules:

- 1 Business Ethics and Compliance
- 2 Retail Banking Overview
- 3 Products
- 4 Channels
- 5 Marketing
- 6 Effective Sales Management
- 7 Customer Service Quality
- 8 Operations
- 9 Credit and Lending
- 10 Relationship Management

### COURSE OVERVIEW & BENEFITS

Retail Banking I provides the comprehensive set of practical multi-disciplinary competencies required to support the transformation in retail banking.

Candidates experience a customer journey through a lens of key banking functions and processes, and their evolution driven by technology. They are equipped with business acumen and technical skills that bridge retail bank knowledge siloes and deliver sustainable value.

Upon completion, Candidates will have a deep understanding of the end-to-end customer experience to make more informed and faster decisions that drive customer-centric outcomes and create customer lifetime value for the bank.

### LEARNING OBJECTIVE

To gain the comprehensive, practical multi-disciplinary competencies required to support the transformation of retail banking.

### COMPETENCIES GAINED

#### Candidates are able to:

- Identify an ethical model for customer-centric retail banking and apply this model to follow an appropriate course of action when faced with an ethical dilemma.
- Describe the core services of a retail bank and explain the value of these services to customers.
- Apply a sales process to increase the value of sales, both to customers and to the retail bank.
- Determine the key methods used to understand customers and digital marketing opportunities by evaluating some of the latest tools and techniques.
- Determine and apply specific sales strategies for digitally innovative services.
- Demonstrate the links between customer service quality, customer satisfaction and customer loyalty.
- Understand the operational challenges introduced by digital disruption across a retail bank's front, middle and back offices.
- Respond to the changing roles of channels in delivering effective customer relationship management.

### INTENDED AUDIENCE

- Retail Bankers who have been identified as having high potential;
- Retail Bankers who are on a management track;
- Customer-facing staff;
- Personal bankers and relationship managers.

### PATHWAY

Continue your learning journey and progress your career by entering onto the next level of the Certified Retail Banker (CRB) curriculum.

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.

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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 role 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 course is on the pathway to Certified Retail Banker (CRB).

