

Strategic Retail Banking: Best Practices

COURSE OVERVIEW

Retail banking is undergoing rapid transformation driven by technology, customer expectations, and regulatory shifts. This course equips banking professionals with the strategic insights and operational best practices required to lead in today's evolving retail banking landscape.

Delegates will explore global trends, customer-centric innovations, digital banking solutions, and risk-based strategies for driving profitability and customer loyalty. The course blends strategy with execution—focusing on how to build and sustain a competitive retail banking operation in an increasingly digital world.

WHO SHOULD ATTEND?

This course is suitable for Branch Managers, Retail Banking Executives, Product Managers, Financial Services Consultants, Strategy and Innovation Officers, Business Development Teams, and Senior Leaders in banking operations and customer experience.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Understand key trends shaping the future of retail banking
- Develop customer-centric retail banking strategies
- Apply digital tools and mobile-first solutions for service delivery
- Design products that align with customer needs and lifecycle value
- Implement risk-based customer onboarding and credit scoring models
- Drive growth through data analytics and customer segmentation
- Align operations with regulatory compliance and security standards

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Global best practices in retail and consumer banking
- Digital transformation strategies: mobile banking, AI chatbots, e-wallets
- Behavioral insights for product innovation and cross-selling
- Risk management in customer onboarding, KYC, and credit evaluation
- Use of data analytics for segmentation, personalization, and retention
- Case studies from leading banks in Africa, Asia, Europe, and the Middle East
- Templates and tools for developing strategic retail plans and KPIs
- Enhance customer engagement through omnichannel service delivery

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded