

Digital Retail Banking Transformation and Customer Analytics

COURSE OVERVIEW

This course explores the impact of digital technologies and data analytics on retail banking. It covers how AI, machine learning, APIs, and cloud computing drive digital transformation to improve customer experience, streamline operations, and foster innovation. Combining theory with real-world case studies, this course shows how customer analytics support better decision-making, enhance service quality, and promote sustainable growth in a competitive digital banking landscape. Participants will learn how banks use customer data to analyze behavior, personalize services, optimize products, and increase customer lifetime value.

WHO SHOULD ATTEND?

This course is designed for IT managers, retail banking professionals, product managers, customer experience officers, financial analysts, digital transformation consultants, and fintech specialists. It is equally valuable for executives, risk managers, and technology leaders who want to understand how digitalization and customer analytics can drive innovation, profitability, and resilience within the retail banking sector.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the key drivers, frameworks, and impact of digital transformation in retail banking.
- Apply customer analytics tools to enhance personalization and customer experience.
- Leverage big data, AI, and machine learning to develop data-driven banking strategies.
- Evaluate risk, compliance, and cybersecurity challenges in digital banking environments.
- Design strategies that align customer insights with long-term business growth.
- Build a practical roadmap for implementing digital transformation within a banking organization.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The digital transformation journey in retail banking and its impact on the sector.
- Leveraging emerging technologies such as AI, machine learning, APIs, and cloud computing to enhance banking services.
- Using customer analytics to gain insights into consumer behavior and personalize service offerings.
- Strategies engaged to optimize product development and improve customer lifetime value through data-driven insights.
- Integrating regulatory frameworks and compliance considerations in digital retail banking.
- Implementing cybersecurity measures to safeguard digital banking operations and customer data.
- Examining real-world case studies to apply theoretical concepts to practical banking challenges.

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.