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**DIGITAL
BUSINESS
CONTINUITY
PLAN**

DIGITAL BANKING

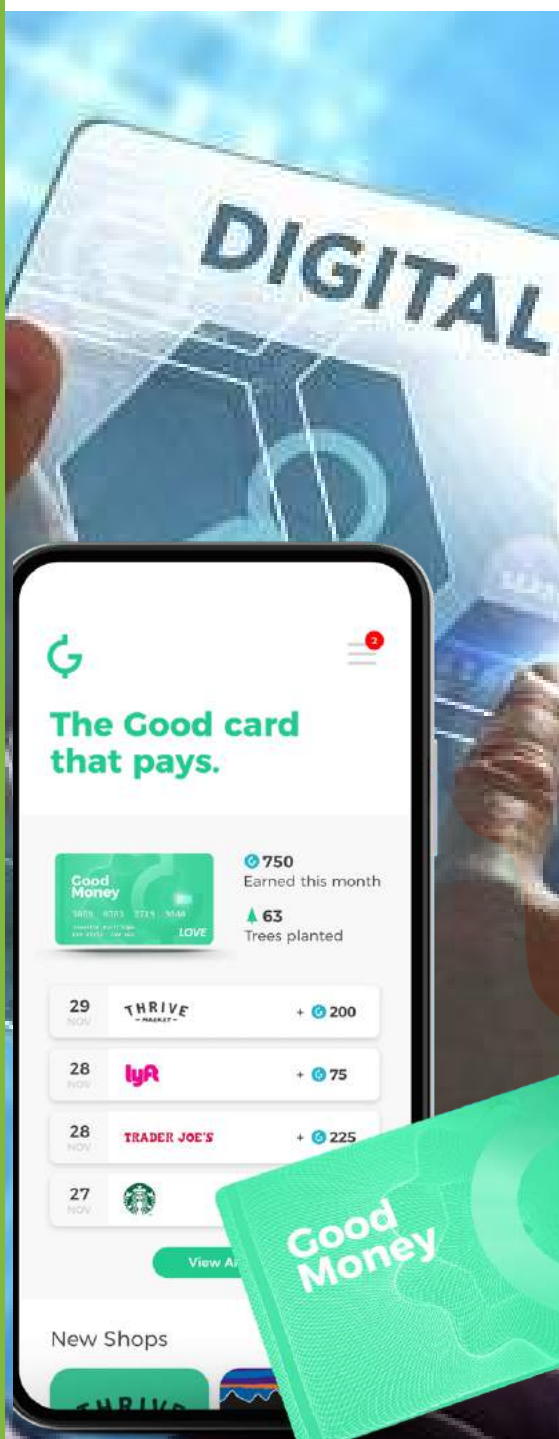
LIVE ONLINE/CLASSROOM TRAINING

Digital & Retail Banking Business Continuity Plan

Register Now

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DIGITAL & RETAIL BANKING BUSINESS CONTINUITY PLAN



The COVID-19 pandemic could be the most serious challenge to financial institutions in nearly a century. As the economic fallout spreads, retail banks find themselves juggling some big priorities that require concrete steps to reposition now while also recalibrating for the future. Most banks have triggered their business continuity plans (BCP) and are grappling with the immediate impact of the pandemic and new ways of working. The structures put in place now will determine how individual banks – as well as entire communities – not only weather the storm, but also emerge stronger..

We see **three** key areas of focus: **serving customers** – ensuring access to critical services in the near term and accelerating the transition to digital beyond that; **helping society** – supporting customers and communities through the pandemic; and **responding to financial difficulty** – scenario planning, establishing a COVID-19 credit policy, and operationalizing restructuring capabilities.

Banks of all sizes are also taking steps to respond to the needs of individual and business customers directly affected, while continuing to execute their own business continuity plans under challenging conditions. Looking ahead, these unprecedented changes will shift customer demand permanently. Banks need to start planning to accelerate digitization and channel migration to respond to these behavioral changes. This means reviewing digital programs and reprioritizing capacity and capabilities. Practically, all activity should undergo a rigorous “**start, stop, continue, accelerate**” assessment.

Join your professional community.

BECOME AN EXPERT

Benefits of Attending

- COVID-19 - Highlights Need for Digitalization
- Elastic Digital Workplace
- Implications for digital payments
- Digital payment options are contact-free
- Build a Safety-First Omni-Channel Reachout Plan
- Proactive Strategies for Digital Marketers in Retail Banks
- Advanced Retail banking scenario planning
- Key channels - Call centres and chatbots
- Digital loans offered through the bank's mobile
- Marketing and communication on your advancement
- COVID-19 pandemic – a new dimension of cyber risk

NEW WORKPLACE REALITY: ELASTIC AND DIGITAL



CULTURE AND AWARENESS

Provide technology and environment optimizations for enabling effective remote working and activate communications plan to provide policy guidance both internally and externally

ELASTIC COLLABORATION

Rapidly deploy collaboration tools across the organization and build bridges with your customers, partners and suppliers

VIRTUAL WORK ENVIRONMENT

Evaluate network, accelerate devices deployment, and leverage virtual environments to support increased mobile demand

SEAMLESS NETWORKING

Enable reliable and secure remote network connectivity to employees homes and seamless integration with customers and partners.

DISTRIBUTED CONTINUITY

Enhance business continuity plans to include reduction in workforce, travel restrictions and large scale remote working environments

ADAPTIVE SECURITY

Leverage exception-based processes, expand zero trust network access approach, and automate with endpoint management detection and response

Who Should Attend :

- Strategy and Marketing Heads
- Payment Gateway Heads/ Managers
- Heads of Marketing
- Head of Business banking
- Product Sales/Business Development Managers
- Bancassurance/Distribution Management
- Wealth Managers
- Distribution Managers
- Product Development/Product Innovation Managers
- Product Portfolio Managers
- Directors/ Presidents/ Vice Presidents- Digital
- Heads of business units
- Head of Communication
- Strategy personnel
- Heads of channel
- Distribution managers
- Chief Marketing/Digital Officers
- Product/Brand/Account Managers
- Business Development Managers
- Product Risk/Product
- Product Marketing/Channel
- Marketing/Retail Strategy Managers
- Head of Retail Banking



After Attending This Course You Will Be Able To:

- New Digital Marketing Capabilities based on COVID 19
- Drive a Paradigm Shift due to pandemic
- Access the realm of social media
- Understand and estimate the mind-set of online consumer.
- Understand the business dynamics that digital is driving
- Take stock of which areas the bank excels at
- Design and implement new business models
- Perform an honest assessment of the competition
- Design tools to enhance consumer online experiences.
- Monitor, evaluate and iterate traffic-building activities for marketers
- Evaluate internet-marketing metrics and identify KPI
- Intergrade the digital marketing and traditional marketing efforts
- Benefit the marketers through better consumer
- segmentation, forecasting consumer trends and consumer analytics
- Extracting consumer DNA and aid decision making in marketing
- BCP plan for the retail banking
- Cyber security awareness and assesment

AGENDA

Digital Product Track:

- Digital Finance – COVID 19
- Digital Future of Retail Banking
- Digital Future of Wealth Management and Private Banking
- Digital product management and development
- Automation and Customer Experience Management
- Customer Lifecycle Management
- Digital LOAN and new product
- Product innovation and development

Strategy and Planning Track:

- Key Strategy & Planning Concepts
- BCP plan for COVID 19
- Planning for future of Retail banking post pandemic
- Situation Analysis for pandemic banking
- Setting the Budget and assessment
- Information Gathering within industry
- Digital transformation strategy
- Developing channel strategy

Operational Banking Track:

- BCP plan for Branch opening - WFH
- Branch optimization to enhance customer experience
- Rebalance workloads across operational sites
- Setting up cross-functional teams
- Incentives to drive branch traffic to digital channels.
- Wellness initiatives to help employees manage stress

Digital Marketing Track:

- Key Concepts of Digital Marketing
- Traditional vs Digital Marketing
- COVID 19 Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing
- Digital marketing for COVID 19
- Marketing and customer awareness
- Digital Display Advertising
- Social Media Marketing part

Retail Banking Role COVID 19 Track:

- Support immediate changes in channel usage.
- Advanced scenario planning
- Establish a COVID-19 credit policy
- Building restructuring capabilities and operations
- Manage future credit implications
- Coronavirus challenges and Solutions
- “Social Distancing” Banking guidelines

Cyber security and Technology Track:

- Cyberthreats that are heightened by the COVID 19
- Challenges with security during the coronavirus pandemic
- Recommendations for ensuring optimal security across
- Commercially Driven Data Analytics in Banking
- Blockchain Technology – Crypto currency





ABOUT BIZENIUS

Our Live online Training feature international thought leaders presenting insight, ideas, and advice. The sessions provide timely and strategic information about the business of learning, current trends impacting workforce development, Digital Innovation, Financial and Risk management, healthy safety, best practices for the industry, and practical information on the latest tools and technology. All our programs are interactive, flexible, and timely, our online training opportunities deliver the content you need to advance your career in a format that works for today's changing industry.

WHY CHOOSE US

- **Return on Investment (ROI)** - Delegates can transform the learning into their day to day work
- **Customized and Tailed Program** - Our programs are tailored to the needs of the client and their participants.
- **Cost Effective Program** - Quality training with competitive pricing – helping you achieve results within your budget.
- **Flexible Scheduling** - Select your own dates and timing or go with a pre-scheduled session.
- **Learn from Leaders** - All our program is conceptualized developed and delivered by the market leaders.

Banking Partners

OUR CLIENTS



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- Ahli Bank
- NCB Bank
- Al Baraka
- ABSA Bank
- Capital Bank
- Stanbic Bank
- Bank of Africa
- Standard Bank
- Burgan Bank
- Credit Agricole
- Bank of Maldives
- Banque du Caire
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- Afriland First Bank
- First Atlantic bank
- NDB Bank
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- Patria BankGIPF HOUSE
- AB Bank Rwanda
- Nedbank
- LCB Bank
- BCH Bank
- UMB Bank
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- Safwa Islamic Bank
- Bank Windhoek
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- Capital Bank
- Bank Audi
- QNB
- Fidelity
- DBN
- Alizz Islamic Bank
- National Bank of Malawi
- MoniPlus
- NFC Bank
- BPR
- CABS
- Steward Bank
- PRASAC
- Central bank Oman
- Alliance Bank Malaysia
- MyBucks
- BNP Paribas
- Ahli United Bank
- Keystone Bank
- Saib Bank
- Bank Muscat
- Afreximbank
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- FBN Bank
- Bred Bank
- Union Bank
- Credit Bank
- Ly Hour
- SABB
- BANK ABC
- NBS Bank
- BCI
- Centenary Bank
- National Trust Bank
- National Bank of Egypt
- Rand Merchant Bank
- Capricorn Group Limited
- Egyptian Arab Land Bank
- Coronation Merchant Bank
- Arab Africa International Bank
- Safwa Islamic Bank
- United Development Bank
- Foreign Trade Bank - FTB
- Suez Canal Bank
- Lombard Odier



3856+

Wonderful Attendees & Counting

2595+

BIZENIUS Certified Delegates

9873+

Hours of Leaning and
Development Training Conducted

150+

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