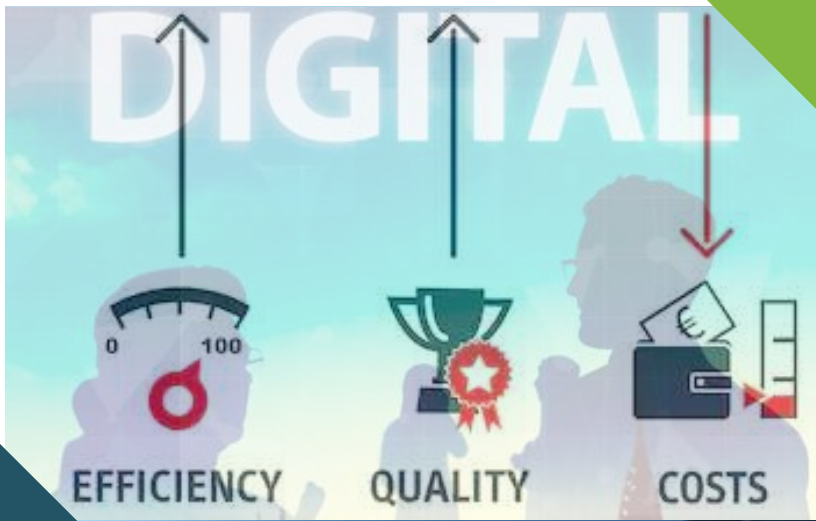




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**Banking Optimization –  
Improve Cost Efficiency**



**Register Now**

# BANKING OPTIMIZATION – IMPROVE COST EFFICIENCY



The COVID-19 pandemic could be the most serious challenge to financial institutions in nearly a century. The challenges facing organizations, employees, and communities are unprecedented, the stakes are high, and certainty is nowhere to be found. Under such staggering circumstances, it is only natural for leaders to feel unprepared to lead capably, nimbly, and honorably.

As the economic fallout spreads, banks find themselves juggling some big priorities that require concrete steps to reposition now while also recalibrating for the future. They're working to keep their distribution channels open, despite social distancing advice and supervisory and compliance functions that were never designed for remote work.

We have come up with our program on Operational excellence is a framework for businesses to focus on growth and execute their strategy better than their competitors. We are there to help you and your organization to fight against the difficult time. Empowered staff members have a clear understanding of goals and plans, feel secure in taking initiative, and come up with ways to fix problems. Like the related theories of Lean and Six Sigma, operational excellence shares a focus on the concept of value. These theories define value from the customer's viewpoint. Value, in essence, represents what the customer really wants and is willing to pay for.





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**BECOME AN EXPERT**

## Benefits of Attending

- COVID-19 - Highlights Need for Digitalization
- Elastic Digital Workplace
- Focus business continuity planning on issues for survival
- Developing short and long term solutions
- Branch distribution and optimization
- Proactive Strategies for future banking
- Advanced banking scenario planning
- Key channels - Call centres and chatbots
- The Key to Handling a Sales Crisis
- Cost Efficiency - Check on Operational Cost
- Banking Operational Excellency

**Six areas in which every bank  
can improve operating efficiencies**



1. Business realignment



2. Channel optimization



3. Process costs



4. Staff productivity



5. Technology and automation



6. Vendor relationships



# Who Should Attend :

Head of departments, Retail , Marketing , HR , Sales, Operations , CROs, CFOs, COOs, Presidents/VPs/EVPs/FVPs/SVPs, Global Heads, Department Heads, Managing Directors, Directors, International/Senior Managers of all the LOB.

- 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
- Marketing/Retail Strategy Managers
- Head of Retail Banking



## After Attending This Course You Will Be Able To:

- Managing a high-touch business model with low profit margins
- Understanding the impact of your business model
- Principles, strategies and techniques of pandemic planning
- Developing short and long term solutions
- Learn examples of ways to improve operational efficiency
- Establish the communication protocols, channels and procedures
- Prepare the Pandemic Response Plan
- Defining Business Continuity Management
- Driving accountability throughout the organization
- Introducing innovation in response to market demand
- Managing operations that are flexible - Respond to change quickly
- Holistic Approach to Revenue and Cost
- Impact of Your Business Model
- Bank Goals: Formalizing your Strategy
- Competitors and Peers: Understanding
- Customers: Understanding their Impact on your Costs

# AGENDA

## Holistic Approach to Revenue and Cost:

- Both important for managing profitability
- Evaluate impact of revenue and cost strategies on your mission
- Understand your business model prior to improving efficiency
- High-impact investments/processes
- Vehicles for enhancing efficiency
- Targeted use of resources
- Effective outcome of the changes
- Product innovation and development

## Customers: Understanding their Impact on your Costs :

- Opportunities
- Constraints
- Cultural Priorities
- Generational Differences
- Customer Acquisition & Retention
- Information Gathering within industry
- Targeted marketing
- Bilingual needs

## Bank Goals: Formalizing your Strategy :

- Bank Priorities
- Impact on decision making
- Product and Services
- Human Capital
- Bank goals - key part of the strategic planning process
- Digital marketing for COVID 19
- Understanding Your Competition and Relative Performance
- Benefits of understanding your competitors and peers

## Steps to Measure Efficiency and Identify Improvements :

- Track and Measure Financial and Operational Indicators
- Analyze and Benchmark Key Indicators and Metrics
- Identify Opportunities to Improve Efficiency
- Prioritize Areas of Improvement
- Implement a Plan for Short and Long Term

## Aligning Efficiency Challenges with Potential Solutions :

- Duplication of function : Centralize function
- High cost of interacting with customers : mobile and online banking services
- Long delays with manual processes : Automation
- Staff with downtime : Have staff help with strategic initiatives
- Non-core function absorbing too much time and resource : Outsourcing

## Bank Optimization Track:

- Support with defining strategic priorities
- Support with peer benchmarking analysis
- Performing cost and revenue data analytics
- Identifying opportunities to improve efficiencies
- Prioritize areas of improvement
- Conceptualizing a pilot project to implement
- Understand business you are in: be strategic







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## ABOUT BIZENIUS

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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

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- **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.

## BECOME A MEMBER

- Members save on every course they nominate
- Post training support by our experts
- Higher return on investment
- Perfectly balance long term learning program
- Carry forward the credit amount to next year
- Use membership for in house , classroom & live online training

*Banking Partners*

# OUR CLIENTS

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# Happy Clients



- Citi Group
- ADIB
- City Savings Bank Inc
- KFH
- NBC
- NMB
- CBA
- BNI
- CRDB
- NBAD
- Arab bank
- Bank Misr
- 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
- Saudi Fransi Capital
- Afriland First Bank
- First Atlantic bank
- NDB Bank
- Diamond Bank
- ECO Bank
- Banque Havilland
- Croatian National Bank
- Raiffeisen Bank
- Patria BankGIPF HOUSE
- AB Bank Rwanda
- Nedbank
- LCB Bank
- BCH Bank
- UMB Bank
- Bank of Kigali
- Safwa Islamic Bank
- Bank Windhoek
- National Bank of Kenya
- Bloom Bank
- The United Bank
- 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
- Raw Bank
- 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 Learning and  
Development Training Conducted

**150+**

Banking and Financial company  
choose us for learning and  
development need