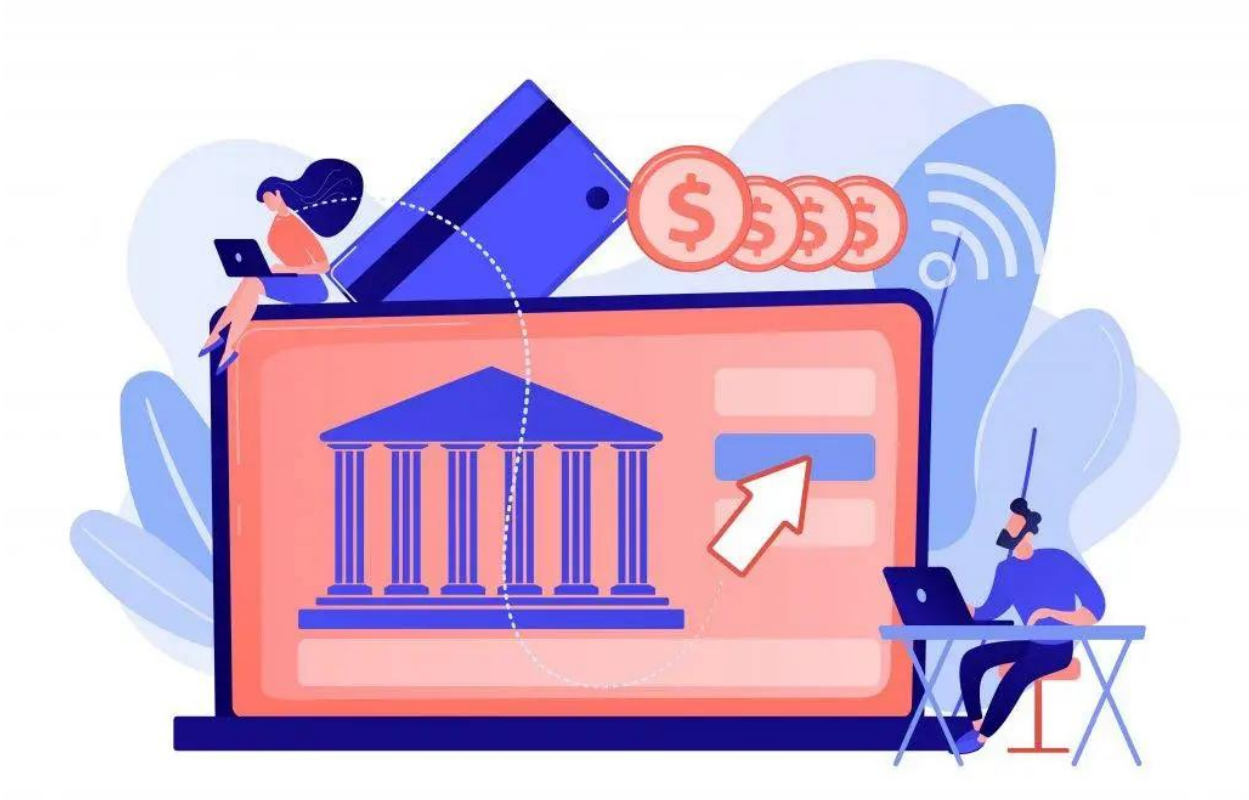


# Understanding Digital Banking Innovation and Transformation

**Duration:** 5 Days

**Language:** en

**Course Code:** IND12-101

## Objective

Upon completion of this course, participants will be able to:

- Understand the latest digital bank trends and technology innovations
- Reinvent the journey customers take to ensure needs are met while delivering value
- Understand how the COVID-19 pandemic changed the way we engage with customers
- Explore whether there is a threat to banks from FinTechs and what financial institutions should do about it

- Understand FinTech’s and how they impact customer experiences
- Show how collaboration with FinTech can assist banks
- Understand the challenges business and alternative lending
- Develop a Technology Innovation Strategy
- Increase value and reduce waste from investment
- Develop optimisation, risk and streamlining strategies for digital innovation
- Familiarise with global digital banking trends and how they impact customers' behaviour.
- Confidently drive digital transformation and change
- Familiarise with The Digital Transformation Journey - resources and capabilities.
- Confidently using digital trends to provide excellence
- Identify the role of Disruptive Technology
- Confidently drive digital

## Audience

This course is designed for anyone with the responsibility of evolving traditional banking services onto a digital platform. It would be most beneficial for:

- Retail Banking Leaders
- Departmental heads
- Digital & Electronic Channel Managers
- Retail & Electronic Banking leaders
- Digital, Mobile Heads & Leaders
- Strategy, Risk, HR Executives & Managers
- Digital/Mobile Executives and Directors

## Training Methodology

Teaching takes place in various settings including face-to-face in a classroom environment. It will ensure that participants can expand their knowledge of the subject and increase their skill set. The course is delivered via various methods by a specialist tutor. This will include PowerPoint presentations, reviewing articles and other relevant materials, group or individual exercises and discussions. There may be some independent work set, and the course will require submitting articles to demonstrate understanding and an end-of-course test. Note-

taking is encouraged, and you are welcome to use electronic devices.

The course manual will form part of the learning but will give you references for the future. You are encouraged to ask questions and, if needed, spend time one-on-one with your tutor to review any issues. You can network with peers in similar roles during your time in the classroom.

## Summary

Like most sectors, banking has undergone a rapid transformation with the introduction of digital innovation. Banking has a vast depth online that is much more than just payments, e-wallets, and cards. Staff working in banking must have their finger on the pulse of new and imminent technologies.

Innovation has revolutionised the customer journey, but this has not always been easy to accept. Delegates of this course need to understand how customers from different generations cope with these changes and learn how to support technophobic people. Of course, the very foundation of banks has changed, and like many other industries, we are seeing the demise of the brick-and-mortar high street banking building.

The pandemic has had a massive impact on many areas of life, and a new normal now applies to banking. Agile work needs to be employed to ensure that institutions can compete in an increasingly competitive world. Digital transformation impacts every business area, and we must change to survive. The skills taught in this course will help you lead your team in the transformation, ensure that these new trends are embraced, and become part of the culture.

## Course Content & Outline

**Section 1: The Digital Innovation and Transformation in Banking**

- What innovations in technology impact banking
- Digital banking innovation around the world
- How banking behaviours and activities are impacted
- Digital transformation is constantly evolving
- Understand fake transformation
- Ensuring banks stay relevant in this fast-changing world

**Section 2: The Customer Journey in Banking**

- How Covid-19 changed the customer experience
- Post Covid-19, what is the new normal
- What is the digital customer journey
- Understanding what a customer needs
- Delivering a seamless customer experience
- What shapes the way customers view technology
- Generational challenges for customers with digital banking

**Section 3: What is Agile Banking?**

- What is agile banking?
- Getting started with agile banking
- The need to develop a Technology Innovation Strategy
- Building confidence in driving the digital in your company
- The Digital Transformation Journey - resources and capabilities
- Increase value and reduce waste from investments
- Optimisation, risk management and streamlining strategies for digital innovation.

**Section 4: Moving Forward**

- Digitisation: Impacts on product design, marketing and profitability
- How can you drive revenue with lower margins?
- Social media and other new banking channels.
- How to pinpoint your focus with new channels.
- Security in an electronic world.
- Addressing customer concerns.
- Communicating effectively.

**Section 5: Fintech and the Future of Banking**

- Fintechs and how they impact customer experiences
- Is there a threat to banks from FinTechs
- What financial institutions should do FinTechs
- Why collaboration with FinTech can assist banks
- What is Disruptive Technology
- What are challenger business and alternative lending?
- What is the future of banking

## Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Technology, Finance, Accounting & Budgeting, Banking and Finance, IT & Computer Application

## Tags

Customer Experience, Digital Innovation, Transformation, Digital Banking, Agile Banking, Digitisation, FinTechs

## Related Articles




**Accounting in the Digital Age: Embracing Technological Advancements**

Discover how advanced technology is reshaping the accounting major. Explore emerging accounting technologies, the evolving role of accountants, and actionable steps to thrive in this dynamic landscape.

## YouTube Video

https://www.youtube.com/embed/YUzEIshkb88?si=nmEbTG7NzGcm3nwK