



PRESENTS

DEPOSIT MAXIMIZATION WITH CUSTOMER SATISFACTION



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| Background | <p>It is noteworthy to mention that Bank employees especially in Nepal, (besides the core liability team), do not realize and accept that it is everyone's business to pull in money to the organization for further business opportunities. A shift in job rotation from any department to liability is often considered trivial and reluctance in attitude can be witnessed more often than compared to change in job duties in other functions. This culture in our banking industry is prominent and requires a revolution in the way deposit marketing is viewed. It is time to alert everyone to wake up and consider soliciting deposit as one's prime responsibility.</p> <p>Educating on deposit marketing in today's context is even more wanted than ever before. Cut throat competition amongst countless financial institution with the prevalent attitude of employees is a big challenge. Training on deposit marketing therefore should not only be confined to a small group of people, rather a compulsory learning for all, only then paradigm shift is possible and can be established amongst the employees.</p> <p>Customer service is an integral part of any facet of banking and it defines the future of any banking organization. In Nepal, this realm has undergone vast changes induced by regulatory and competitive forces and the banking industry since the establishment of Banks. It is necessary to identify the key success factors in the banking industry, in terms of customer satisfaction keeping in view the increasing market size and intense competition</p> |
| Program Take-aways | <ul style="list-style-type: none">• Understand the importance of deposit and its impact in the balance sheet.• Finding leads and turning into sales• B2B marketing and Product Bundling Strategy• Making assessment of the current activity and setting up goals. Result focused.• Understanding the key elements of Customer Satisfaction |
| Target Audience | Upto officer Level |
| Duration | One Day |
| Program Delivery | Lecture, Presentation, Discussion/interaction, case-studies |

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| Date & Time | 6th July 2019 (8:30am to 3:45pm) |
| Venue | Hotel Holiday Home, Birtamode |
| Facilitator/s | <p>Ms. Nina Tamang</p> <ul style="list-style-type: none">• Currently working as Strategic Service Consultant and a full time trainer in a leading commercial bank• Imparting training to both Bankers and Government employees since 2008• 21years experience in Banking Sector - 11years in Grindlays Bank/Standard Chartered Bank 10 years in Bank of Asia and NIC ASIA Bank• Former Executive Manager of leading Commercial Banks• Former Head of Liability and Transaction Banking• Former Head of Service Excellence Department |



Bad



OK



Good



Great



Program Itinerary

| Sessions | Topic |
|--------------------|---|
| 8:30am- 10:00am | Session 1 Understanding Deposit <ul style="list-style-type: none">• Individual deposit VS Institutional deposit• Impact on the balance sheet• CASA• Structuring of Institution Deposit portfolio |
| 10:00am to 10:15am | Tea Break |
| 10:15am - 11:45am | Session 2 B2B marketing and Product Bundling Strategy <ul style="list-style-type: none">• The Sales Process• Sales Funnel• Preparation and sales prospecting |
| 11:45am to 12:30pm | Lunch Break |
| 12:30pm - 2:00pm | Session 3 <ul style="list-style-type: none">• Ice Breaker• Understanding the basics of Customer• Customer Service |
| 2:00pm to 2:15pm | Tea Break |
| 2:15pm - 3:45pm | Session 4 Service Excellence <ul style="list-style-type: none">• Empathy (case study)• The Golden Rules• Factors determining good service Closing Session (Certificate, Group Photo & Feedback) |