



PRESENTS

DIGITAL BANKING  
TREND, SYSTEMS & STRATEGY



### Program Takeaway

- *To develop a better understanding of concepts and issues involved in Digital Payments and alternate channels.*
- *To generate awareness about application of CRM in Customer Service and Digital Marketing,*
- *To understand the importance of Digitalization to gain Operational Excellence.*
- *To understand how Business Intelligence, Big Data and Artificial Intelligence is changing the Banking Space.*

### Program Content

- *Digital Transformation & its Driving Factor*
- *Emerging Payment Technologies and Tools*
- *Digital Marketing in Banking*
- *Operational Excellence through CRM and Digitalization.*
- *Business Intelligence, Big Data and Artificial Intelligence*

### Target Audience

- *Marketing, Customer Service and operations*

### Date/ Time:

11th & 12th November 2020 (7:30am to 9am) 2 sessions  
13th November 2020 ( 3pm to 6:15pm) 2 sessions with 15 min break.

Program Delivery: Via Microsoft Team

Fee: Nrs. 3, 500 + VAT (10% discount for individuals)

# Program Details

<b>Session I</b>	<ol style="list-style-type: none"> <li>1. Digital Banking Trends and its driving factors</li> <li>2. Digital Wallets- Regulatory Frameworks, Settlement Process, Types of Wallets, Payment Options (QR, P2P, NFC,etc.)</li> <li>3. Payment Gateways- <ul style="list-style-type: none"> <li>• Cards to Computer to Mobile to Wearables</li> <li>• Banks versus Aggregators/FinTech</li> </ul> </li> <li>4. Agent Banking, Payment Banks, Mobile Money</li> </ol>
<b>Session II</b>	<ol style="list-style-type: none"> <li>1. Customer Relationship Management Application <ul style="list-style-type: none"> <li>• Customer Service to Customer Experience</li> <li>• Ways To Engage Millennial Banking Consumers</li> </ul> </li> <li>2. Business Process Management: <ul style="list-style-type: none"> <li>• Digital Customer On boarding [Lending, Credit Cards, Savings Account, etc.]</li> </ul> </li> <li>3. Document Management System</li> <li>4. Business Intelligence System and Big Data Analytics</li> <li>5. Artificial Intelligence in Banking</li> </ol>
<b>Session III</b>	<ol style="list-style-type: none"> <li>1. Digital Marketing Trend and Verticals in 2018</li> <li>2. Tools for Digital Marketing and their usage in Banking. <ul style="list-style-type: none"> <li>• Product Marketing</li> <li>• Social Media Marketing</li> <li>• Brand Marketing</li> </ul> </li> <li>3. Reasons Marketing Automation is no longer optional.</li> <li>4. Digital Marketing Challenges &amp; Pitfalls to avoid by Banks</li> </ol>
<b>Session IV</b>	<ol style="list-style-type: none"> <li>1. Digital Banking Security- Issues and Challenges <ul style="list-style-type: none"> <li>• Biomteric-2FA-Blockchain Vs Customer Awareness</li> </ul> </li> <li>2. Your Digital Banking Strategy</li> </ol>

## Facilitator Details

**Mr. Praveen Regmi**  
**Former Head of Digital Innovation**  
**NIC ASIA BANK LTD**

Praveen's professional tenure spans across the banking, Satellite and telecom verticals with over 10 years of experience. The former Head for Transaction Banking from NMB Bank, he was responsible for implementing Digital banking services.

Praveen used to lead the Digital Banking team in NIC ASIA Bank where he drove digital transformation, business model innovation and other digital initiatives. He was responsible for increasing efficiency, productivity, customer experience & growth of business through digital intervention across all channels including BPM, payments, insurance, trade Consumer, SME & Institutional banking segments.