



INTERNATIONAL ACADEMY OF APPLIED SCIENCES

CUSTOMER SERVICE IN BANKING

Course Duration: 4 Training Days

Target Audience:

Staff, front-office and administration members in the banking sector

Overview

This training programme is designed from the expectation of bank customers and keeping dynamics of banking industry in mind, also considering rules and regulations of bank and its functions. The foundation of a creating a customer service culture is by understanding expectations, going the extra mile, and being a customer advocate. Applying behaviours of helpfulness, genuine interest, helpfulness, and respect moves customers from hostile or ambivalent toward supportive and enthusiastic.

The outline is composed of the following:

Day: 1 – Introduction to Customer Service in Banking

- I. Overview of customer service in the banking industry
- II. Understanding customer expectations and needs
- III. Overview of bank regulations and policies
- IV. Importance of creating a customer service culture
- V. Introduction to the behaviours of helpfulness, genuine interest, helpfulness, and respect

Day: 2 – Effective Communication and Listening Skills Vocabulary

- I. Understanding the importance of effective communication in customer service
- II. Techniques for active listening and understanding customer needs
- III. Strategies for handling difficult customers and complaints
- IV. Role-playing scenarios and practical exercises to reinforce learning

Day: 3 – Going the Extra Mile for Customers

- I. Overview of going the extra mile for customers
- II. Techniques for anticipating customer needs and exceeding expectations
- III. Strategies for creating a positive customer experience
- IV. Role-playing scenarios and practical exercises to reinforce learning

Day: 4 – Building Customer Relationships and Advocacy

- I. Understanding the importance of building customer relationships and advocacy
- II. Techniques for building trust and rapport with customers
- III. Strategies for becoming a customer advocate and representing the customer's needs within the bank
- IV. Role-playing scenarios and practical exercises to reinforce learning