

# eBanking

## Introduction to eBanking

### Course Objectives

The financial services industry is undergoing unprecedented change. As banks attempt to meet the objectives of cost cutting and business development through new channel delivery many staff remain unsure of strategic direction and priority. In an informal, relaxed and practical manner this course is designed to put the issues facing staff on a daily basis in a more strategic and global context. The course will help staff understand the role of the Web in the future of financial services and appreciate that the branch is not dead, nor is it likely to die in the foreseeable future. The understanding gained from this course will also provide staff with the perspective to talk more knowledgeably about the web to branch customers and have a great appreciation of strategic distribution questions at the level of their own organisation.

**Duration:** 3 Days

### Prerequisites:

Familiarity with Business Fundamentals, internet and network structures

### Who Should Attend:

This course is targeting a wide range of banker grades from branch /sales office managers, SBO / officer level staff and junior staff new to the industry.

### Course Content

- The changing market environment
- Changing consumer behavior and expectations
- What is an eBanking
- New electronic delivery channels
- Bank and customer responses to changing technologies
- Interaction preferences for customers and banks
- Advantages and disadvantages of the eBanking

## Developing Successful eCRM Programs in Financial Services Institutions

### Course Objectives

In essence it seems quite simple: look after your customers and they will look after your business. But as with all such management and marketing theories, CRM is hard to do properly. This program is oriented to explore and discuss the essence, development and applications of eCRM programs in financial service institutions, which have the highest potential for successful adoption of eCRM programs

**Duration:** 5 Days

### Prerequisites:

Participants should have a fundamental knowledge of business operations and the internet

### Who Should Attend:

This course is targeting the current and potential senior level marketing executives in different financial institutions, in order to engage them in a brainstorming experience about the eCRM programs and how to develop and manage successful eCRM programs.

### Course Content

- CRM Programs a Look to the Past (Consumer behavior and marketing strategy in Financial Services)
- Customer acquisition, customer loyalty, and customer relationship
- eCRM principles, applications and relevancy
- eCRM streams and strategies
- Planning and developing your eCRM program
- Managerial implication for the adoption of eCRM programs
- Efficient management of your eCRM program
- Evaluating you eCRM program efficiency and the eCRM technologies and tools
- Case Studies, video cases and Internet applications
- The Future of eCRM

## eMarketing in Financial Services Institutions

### Course Objectives

The internet provides one of the most effective marketing tools financial service institutions can use to promote services or products. It offers a whole range of innovative ways to reach new and existing customers and investigate new marketing opportunities. This course will provide background to enable participants to maximize the opportunities available.

**Duration:** 5 Days

### Prerequisites:

Participants should have a fundamental knowledge of computers, business operations, and the Internet

### Who Should Attend:

Marketing and sales managers and officers

### Course Content

- eMarketing as a strategic challenge for financial services institutions
- Technology issues for eBanking
- eMarketing and the sales planning
- eMarketing and the product development in financial services institutions
- eMarketing and the 4Ps (pricing, place, promotion, people and process)
- Reaching new and existing customers
- Designing and executing an eMarketing campaign:
- 'Know your customer' practicalities
- Security issues

## Online Security for Banking Professionals

### Course Objectives

Participants learn to identify the components of an overall security program and to distinguish risk factors exclusive to the Internet and the financial services industry. They review a checklist of procedures and protocols used to reduce online security risks, and explore regulatory issues that will govern financial transactions over the Internet.

**Duration:** 5 Days

### Prerequisites:

Familiarity with eBusiness Fundamentals, internet and network structures

### Who Should Attend:

This course is targeting the current and potential senior level executives in different financial institutions.

### Course Content

- eBusiness Security
- Certificate Authorities
- Digital Signatures
- Encryption and Message Security
- Public Key Infrastructure (PKI)
- Types of Security Risks, including:
  - data destruction
  - interference and rerouting
  - repudiation
  - distributed denial of service
  - Trojan horse
  - worms, viruses
- Methods of Authentication
- Applications to Trading
- Applications to Corporate Actions Processing
- Privacy versus Security
- Legal Issues and Implications

## Introduction to the Internet for Bankers

### Course Objectives

This course introduces trainees to the fundamentals of the Internet, and demonstrates what it can do for them. Trainee will learn about the technology behind the Internet, how to connect to it, and how to take advantage of its two key components: email and the World Wide Web. As employees of financial institutions, trainees are expected to have a basic knowledge of the workings of the Internet to provide good service to their clients.

**Duration:** 3 Days

### Prerequisites:

Familiarity with computers and operating systems

### Who Should Attend:

Ideal for both new users and those who want to re-learn the fundamentals of the internet

### Course Content

- Internet Basics
- Connecting to the internet
- Domain Names
- The Internet & the World Wide Web
- Internet tools
- Browsers
- Surfing the Net
- Emails
- FTP
- Internet security issues in the financial services industry

