

PRB

PROFESSIONAL RETAIL BANKER

PROSPECTUS 2019

IMAGINE A WORLD WHERE...

Retail bankers are trusted professionals.

They are professionally educated, have passed challenging examinations and keep up to date through continuing professional education programmes.

Retail bankers are dedicated to doing what is best for clients.

Bank staff are well-educated and rewarded for the quality of service they provide over time.

Retail bankers abide by a strict code of ethics.

They place the interests of the customer before their own interests.

“Consumer banking considers the customer relationship as its only real asset. All other traditional assets or balance sheet items are nothing but manifestations of this relationship.”

Dr Stefan Kaminsky



WHO IS RBA INTERNATIONAL?

RBA International is the only international educational and professional body in the world dedicated exclusively to retail banking certification and training. It's mission is to promote retail banking as a recognised profession – and to promote the status of retail bankers as trusted professionals.

A Certified Retail Banker will be able to:

- understand customer psychology and build enduring and profitable relationships with customers.
- deliver customer solutions that improve customer outcomes and customer trust.
- analyse product profitability in order to focus on optimal value creation.
- assess and manage the bank's risks.
- have an understanding of key value drivers, KPIs and financial reports.
- achieve real improvement at an operational level, improve results and achieve profitable growth.

Unique benefits of our programme:

- Offers a flexible, convenient and scalable learning solution which can be aligned to meet your organisation's strategic business and learning objectives
- Provides a common body of knowledge leading to improved communication, faster learning and an agile organisation
- Allows for practical implementation
- Provides the tools to improve overall employee engagement
- Provides a talent management and succession planning tool that equips your future leaders with the knowledge and skills to take your business forward.

PROFESSIONAL RETAIL BANKER

We recommend approximately 40 - 50 notional learning hours for this programme.

(8 – 10 hours per module)

The concept of notional learning hours includes all the learning activities that you might undertake to achieve the learning outcomes. Aside from studying the course materials and revision, this can also include, for example, involvement in informal learning such as study groups or team meetings, preparation for the examination, self-assessment of your learning, and application of specific learning of knowledge and understanding and skills within the workplace.

Notional study hours will vary according to the work experience of an individual and is an indication only.

Modules:

1. Ethics
2. Products and Channels
3. Principles of Retail Banking
4. Customer Service Quality
5. Retail Banking Operations





LEARNING OUTCOMES

Ethics

After completing this module Candidates will be able to:

- Identify the appropriate ethical behaviour for retail bankers.
- Identify an appropriate ethical model for customer-centric retail banking.
- Apply this model to determine appropriate courses of action in retail banking when faced with choosing between 'right and wrong' and between 'right and right'.

Products and Channels

After completing this module Candidates will be able to:

- Describe the core products and services of a retail bank linking the product/service to the intended usage from a customer perspective.
- Differentiate between banking products that enable customers to make payments, save, borrow, invest and conduct cash management.
- Relate customers' demand for banking products and services to the family life stages of wealth accumulation, wealth consolidation and wealth transfer.
- Describe the traditional new product development process and contrast this with the key emerging new product development processes in the digital age.
- Understand the evolution of channel strategies using a five-stage theoretical overview.
- Appraise channels through the lens of the customer, identifying that customer behaviours and expectations are shifting in ways that will challenge banks and other financial services providers.
- Assess how the omni-channel customer is influencing and shaping the delivery of retail banking services

Principles of Retail Banking

After completing this module Candidates will be able to:

- Identify and understand the three core economic functions of a retail bank and its core services.
- Identify and understand the core banking risks in three main categories: credit risk, market risk and operational risk.
- Understand the importance of a comprehensive risk framework together with an organisational structure that makes roles and responsibilities clear, as outlined by the Basel Committee on Banking Supervision.
- Understand the importance of managing credit risk, the credit risk life-cycle and reporting metrics - and the key risk assessment characteristics by product type.

Products and Channels

After completing this module Candidates will be able to:

- Explain the importance of a customer- centric approach in retail banking by considering the role of a retail banker through the eyes of a customer.
- Understand the four-step model designed to maximise customer relationships and ensure customer retention.
- Understand the principles of customer behaviour as they apply in a retail banking.
- Explain a model that retail bankers can use to identify and act upon service quality failures.
- Describe two measures of service quality, Net Promoter Score (NPS) and the Service Quality Metric (SQM), that are commonplace in the retail banking space.

Retail Banking Operations

After completing this module Candidates will be able to:

- Identify the main functions within a retail bank and understand why a 'silo' approach is inappropriate in retail banking.
- Explain how to optimise bank processes through applying Little's Law, the Law of Non-Valued Activity and the Pareto Principle.
- Identify the three essential properties
- That underpin efficient operations and describe how reducing work-in-progress and improving throughput yield contribute towards delivering 'lean' operations.
- Explain how retail bankers can drive process efficiency when undertaking project management (especially
- Relevant in the digital age) through the implementation of the 3D Model of Project Management and adherence to the 'Iron triangle' concept.



“I believe retail bankers around the globe should remind themselves every time they sign a paper that ethics should be the cornerstone of their activity.”

Brunilda Isaj
Business Unit Manager
Alpha Bank, Albania

REGISTRATION FEES

Fee per Candidate per level

1 – 20	US \$500
21 – 100	US \$400
101 – 500	US \$350
501+	US \$300

The fee per Candidate includes access to the RBA Learning Centre, a hard copy of the coursebook and one computer-based examination. Each re-sit fee is \$150.

For more information on the blended learning fees (which includes a classroom learning component), please email us contact@rba.international



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