

Banking Products & Services

Banking Operations & Services · Banking & Finance · 5 Days · Classroom

OVERVIEW

Banking Products & Services is a comprehensive professional training course designed to provide banking and financial services professionals with an in-depth understanding of the products, services, and customer solutions that drive value creation in today's competitive financial sector. As banks continue to evolve through digital transformation, regulatory developments, and changing customer expectations, financial institutions must continuously innovate, enhance their product portfolios, and deliver exceptional service experiences. This course equips participants with the knowledge and practical skills required to effectively manage, promote, and improve banking products and services while supporting organizational growth and customer satisfaction.

The course explores the full spectrum of banking products and services offered to retail, corporate, commercial, private, and institutional customers. Participants will examine deposit products, lending solutions, payment services, cards, cash management, trade finance, treasury services, investment products, digital banking solutions, and value-added financial services. The programme emphasizes the relationship between product strategy, operational efficiency, customer experience, profitability, and regulatory compliance.

Special attention is given to product lifecycle management, customer segmentation, market analysis, product innovation, service quality, and customer relationship management. Participants will explore how financial technology (FinTech), artificial intelligence, digital banking platforms, data analytics, and omnichannel service delivery are transforming banking products and customer engagement. The course also addresses product governance, risk management, regulatory considerations, and performance measurement to ensure sustainable business success.

By integrating strategic product management with customer-centric service excellence, Banking Products & Services enables professionals to develop competitive banking solutions, improve customer loyalty, optimize product performance, and strengthen institutional capabilities. The course provides practical frameworks that support innovation, operational excellence, regulatory compliance, and long-term value creation for banks and financial institutions.

OBJECTIVES

- Analyze the structure, features, and strategic value of modern banking products and services by the end of the course.
- Apply industry best practices to develop, manage, and enhance banking products that meet customer and organizational objectives.
- Evaluate customer needs and market trends to recommend appropriate banking products and financial solutions.
- Develop product lifecycle management strategies that improve product performance and long-term profitability.

- Assess product and service performance using measurable business and customer performance indicators.
- Design customer-focused banking solutions that enhance service quality, customer experience, and competitive advantage.
- Improve collaboration between product management, operations, marketing, sales, compliance, and customer service functions.
- Strengthen product governance by implementing effective risk management and regulatory compliance practices.
- Implement digital banking innovations and financial technology solutions to enhance banking products and service delivery.
- Align banking products and services with organizational strategy, market demands, and international banking best practices.

WHO SHOULD ATTEND

This course is designed for professionals responsible for developing, managing, marketing, delivering, or supporting banking products and financial services within banks and financial institutions. It is particularly valuable for product managers, business development managers, branch managers, relationship managers, customer service managers, sales managers, retail banking professionals, corporate banking professionals, digital banking specialists, and product development teams.

The programme also benefits professionals working in operations, marketing, customer experience, compliance, operational risk, treasury, trade finance, innovation, digital transformation, financial planning, and strategic management. Department heads, senior managers, executives, and decision makers responsible for product strategy, customer engagement, business growth, and banking transformation will gain practical insights into improving product performance and delivering sustainable customer value.

LEARNING OUTCOMES

- By the end of this Banking Products & Services course, participants will be able to:
- Analyze the characteristics and business value of various banking products and financial services.
- Evaluate customer needs and recommend appropriate banking products and solutions.
- Apply product management principles to improve banking product performance throughout the product lifecycle.
- Design customer-centric banking solutions that enhance service quality and customer satisfaction.
- Measure product and service performance using relevant key performance indicators.
- Utilize digital banking technologies and FinTech innovations to enhance banking products and customer experiences.
- Apply regulatory compliance and risk management principles to product development and service delivery.
- Strengthen collaboration between business, operations, marketing, and customer service teams.
- Develop practical initiatives that support innovation, product growth, and competitive differentiation.
- Prepare strategic implementation plans to improve banking products, customer experience, and organizational performance.

COURSE OUTLINE

1. Course Outline:

2. Day 1: Foundations of Banking Products and Financial Services
3. Foundations of Banking Products and Financial Services
4. Overview of the banking products and services landscape
5. Retail, corporate, commercial, and institutional banking products
6. Product lifecycle management and portfolio strategy
7. Customer segmentation and value proposition development
8. Practical application: Analyzing a banking product portfolio and identifying growth opportunities
9. Day 2: Product Development and Service Excellence
10. Product Development and Service Excellence
11. Product design and development methodologies
12. Deposit accounts, lending products, and financing solutions
13. Payment services, cards, and cash management products
14. Service quality management and customer satisfaction
15. Practical application: Developing a customer-focused banking product improvement plan
16. Day 3: Customer Experience and Digital Banking Innovation
17. Customer Experience and Digital Banking Innovation
18. Customer relationship management and customer journey mapping
19. Digital banking platforms and omnichannel service delivery
20. Financial technology (FinTech) and emerging banking innovations
21. Data analytics for product development and customer insights
22. Practical application: Designing an enhanced digital customer experience for a banking service
23. Day 4: Product Governance, Risk Management, and Marketing
24. Product Governance, Risk Management, and Marketing
25. Regulatory compliance and governance for banking products
26. Risk management throughout the product lifecycle
27. Strategic marketing of banking products and financial services
28. Product performance measurement and business analytics
29. Practical application: Evaluating a banking product and preparing a performance improvement strategy
30. Day 5: Strategic Product Management and Future Banking Trends
31. Strategic Product Management and Future Banking Trends
32. Aligning banking products with organizational strategy
33. Leadership in banking product management and innovation
34. Future trends in banking products, digital finance, and customer engagement
35. Building a culture of continuous improvement and service excellence
36. Final workshop: Developing a comprehensive Banking Products & Services strategic action plan to enhance product innovation, customer satisfaction, operational performance, regulatory compliance, and long-term business growth.

Register or Request More Information

Course page: <http://localhost:3000/courses/banking-products-services>

Website: <http://localhost:3000>

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