

Course No. 1077

# Digital Banking Transformation

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**DIGITAL BANKING, FINTECH & AI  
FINANCE, INVESTMENT & BANKING**

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DURATION

**5 Days**

LOCATION

**Casablanca, Morocco**

DELIVERY

**Classroom**

DATES

**12 – 16 Oct 2026**



## Scheduled Event Details

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|---------------|---------------------|
| CITY          | Casablanca, Morocco |
| DATE          | 12 – 16 Oct 2026    |
| DELIVERY TYPE | Classroom           |
| COURSE FEE    | €4,300              |

## Course Overview

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Digital Banking Transformation is a comprehensive professional training course designed to equip banking leaders, executives, and professionals with the strategic vision, digital capabilities, and practical methodologies required to successfully lead digital transformation initiatives across financial institutions. As customer expectations evolve, regulatory landscapes become more dynamic, and emerging technologies reshape the banking industry, digital transformation has become a strategic imperative for improving operational efficiency, customer experience, innovation, and long-term competitiveness.

This course provides participants with a comprehensive understanding of digital banking strategies, digital operating models, business process transformation, customer-centric innovation, enterprise digitalization, financial technology (FinTech), artificial intelligence (AI), data analytics, cloud computing, automation, open banking, and digital ecosystems. Participants will gain practical insights into developing transformation roadmaps, modernizing banking operations, optimizing service delivery, and aligning digital initiatives with organizational objectives.

The program also explores the integration of Digital Banking Transformation with Customer Experience (CX), Customer Relationship Management (CRM), Enterprise Risk Management, Regulatory Compliance, Cybersecurity, Data Governance, Operational Excellence, Innovation Management, Agile Project Delivery, and Strategic Planning. Participants will develop practical skills in digital maturity assessment, technology adoption, organizational change management, digital governance, innovation leadership, and performance measurement to ensure successful transformation initiatives that deliver measurable business value.

Through practical case studies, digital transformation assessments, banking innovation workshops, technology implementation simulations, and real-world banking scenarios, participants will strengthen their ability to lead digital transformation projects, improve organizational agility,

accelerate innovation, optimize operational performance, and deliver exceptional digital banking experiences. By the end of the course, participants will be equipped to implement Digital Banking Transformation strategies that enhance organizational resilience, strengthen customer engagement, improve efficiency, and support sustainable growth in an increasingly digital financial environment.

## Objectives

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- Analyze Digital Banking Transformation principles and evaluate their impact on operational performance, customer experience, and organizational competitiveness by the end of the course.
- Develop comprehensive digital transformation strategies aligned with business objectives and banking industry requirements.
- Evaluate organizational digital maturity and identify strategic opportunities for digital innovation and process improvement.
- Apply business process redesign, automation, and digital operating model methodologies to improve banking operations.
- Design customer-centric digital banking solutions that enhance service quality, accessibility, and customer engagement.
- Improve organizational decision-making through data analytics, artificial intelligence, and digital performance insights.
- Strengthen governance by implementing regulatory compliance, cybersecurity, data governance, and digital risk management practices.
- Implement Key Performance Indicators (KPIs), digital transformation metrics, operational efficiency measures, and customer experience indicators to evaluate transformation success.
- Assess the impact of FinTech, open banking, cloud technologies, artificial intelligence, blockchain, and emerging digital innovations on banking transformation.
- Align Digital Banking Transformation initiatives with enterprise strategy, operational excellence, innovation management, customer experience, and sustainable organizational growth before course completion.

## Who Should Attend

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This course is designed for Chief Digital Officers, Digital Transformation Managers, Chief Information Officers, Information Technology Managers, Banking Operations Managers, Innovation Managers, Digital Banking Managers, Branch Managers, Customer Experience Managers, Product Managers, Business Development Managers, Strategy Managers, Project Managers, Enterprise

Architects, Data Analytics Professionals, Cybersecurity Managers, Compliance Officers, Risk Managers, and professionals responsible for digital transformation initiatives within financial institutions.

The program is equally valuable for executive leadership teams, heads of retail and corporate banking, operational excellence specialists, government financial institution leaders, central bank professionals, public sector executives, FinTech managers, consultants, business analysts, and decision-makers responsible for organizational transformation, technology modernization, customer engagement, digital governance, and long-term strategic development.

## Learning Outcomes

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- By the end of this course, participants will be able to:
- Develop strategic Digital Banking Transformation roadmaps aligned with institutional priorities.
- Evaluate digital maturity and identify opportunities for innovation and operational improvement.
- Apply business process transformation and automation methodologies within banking environments.
- Design customer-centric digital banking services that improve customer satisfaction and operational efficiency.
- Utilize artificial intelligence, data analytics, cloud technologies, and automation to support strategic decision-making.
- Strengthen digital governance through effective cybersecurity, regulatory compliance, data management, and enterprise risk management practices.
- Prepare executive dashboards using KPIs, digital transformation metrics, operational performance indicators, and customer experience measurements.
- Integrate Digital Banking Transformation with Customer Experience, CRM, Operational Excellence, Enterprise Risk Management, and Strategic Planning.
- Assess the business impact of FinTech, open banking, blockchain, embedded finance, and emerging digital technologies on financial institutions.
- Develop a practical implementation roadmap that accelerates digital transformation, strengthens organizational agility, enhances customer engagement, improves operational efficiency, promotes innovation, optimizes governance, and supports sustainable banking growth.

## Course Outline

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### DAY 01

## Foundations of Digital Banking Transformation

- Digital transformation trends in the global banking industry
- Digital banking strategies and operating models
- Assessing digital maturity and organizational readiness
- Building a digital transformation vision and roadmap

#### PRACTICAL APPLICATION OR DISCUSSION

Conducting a digital maturity assessment

### DAY 02

## Technology, Innovation, and Process Transformation

- Business process redesign and operational optimization
- Robotic Process Automation (RPA) and intelligent automation
- Artificial Intelligence and Machine Learning in banking
- Cloud computing and modern digital infrastructure

#### PRACTICAL APPLICATION OR DISCUSSION

Redesigning banking processes through digital technologies

### DAY 03

## Customer-Centric Digital Banking

- Digital customer experience and customer journey optimization
- FinTech, open banking, and embedded finance
- Digital product innovation and service design
- Data analytics and customer intelligence

## DAY 03 — CONTINUED

**PRACTICAL APPLICATION OR DISCUSSION**

Developing innovative digital banking solutions

**DAY 04****Governance, Risk, and Performance Management**

- Digital governance frameworks
- Cybersecurity and digital resilience
- Regulatory compliance and digital risk management
- Measuring transformation success using KPIs, operational performance metrics, and customer experience indicators

**PRACTICAL APPLICATION OR DISCUSSION**

Designing a Digital Banking Transformation performance dashboard

**DAY 05****Leading Sustainable Digital Transformation**

- Change management and digital leadership
- Building an innovation-driven organizational culture
- Continuous improvement and future banking trends
- Strategic planning for long-term digital competitiveness

**FINAL WORKSHOP**

Developing a comprehensive Digital Banking Transformation implementation plan that includes digital strategy development, technology modernization, business process transformation, customer experience enhancement, artificial intelligence adoption, data analytics integration, cybersecurity, regulatory compliance, digital governance, performance measurement, organizational change management, innovation initiatives, and continuous improvement practices to strengthen operational excellence, improve customer value, accelerate digital adoption, increase organizational resilience, and support sustainable banking success.



## Register or Request More Information

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Course page: <https://quest-training.com/courses/digital-banking-transformation>

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