QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1076

Digital Customer Experience in Banking

RETAIL BANKING & CUSTOMER EXPERIENCE
FINANCE, INVESTMENT & BANKING

DURATION
5 Days

DELIVERY
Classroom

LOCATION
Vienna, Austria

DATES
28 Dec 2026 – 1 Jan 2027

Scheduled Event Details

CITY	Vienna, Austria
DATE	28 Dec 2026 – 1 Jan 2027
DELIVERY TYPE	Classroom
COURSE FEE	€5,700

Course Overview

Digital Customer Experience in Banking is a comprehensive professional training course designed to equip banking professionals with the strategic knowledge, digital capabilities, and customer-centric approaches required to deliver seamless, personalized, and consistent banking experiences across digital channels. As customer expectations continue to evolve and digital transformation accelerates across the financial services industry, banks must redefine how they engage customers by integrating technology, data, and service excellence to create exceptional digital experiences that strengthen loyalty and support sustainable growth.

This course provides participants with an in-depth understanding of Digital Customer Experience (DCX), digital customer journey mapping, omnichannel banking, customer engagement strategies, user experience (UX), customer interface design principles, customer behavior analytics, digital service innovation, and customer feedback management. Participants will learn how to align digital banking services with customer expectations while ensuring operational efficiency, regulatory compliance, and service quality.

The program also explores the integration of Digital Customer Experience in Banking with Customer Relationship Management (CRM), Retail Banking, Corporate Banking, Digital Banking Strategy, Artificial Intelligence (AI), Data Analytics, Financial Technology (FinTech), Customer Experience Management (CX), Operational Excellence, Cybersecurity Awareness, and Regulatory Compliance. Participants will develop practical skills in customer journey optimization, digital service design, personalization strategies, customer engagement analytics, digital performance measurement, and continuous service improvement.

Through practical case studies, digital customer journey workshops, customer experience simulations, service design exercises, and real-world banking scenarios, participants will strengthen their ability to improve digital engagement, optimize customer interactions, increase digital adoption, and create customer-centric banking experiences. By the end of the course, participants will be equipped to implement Digital Customer Experience in Banking strategies that enhance customer satisfaction, improve operational performance, increase customer loyalty, and support long-term organizational competitiveness.

Objectives

- Analyze Digital Customer Experience in Banking principles and evaluate their impact on customer satisfaction, digital engagement, and organizational performance by the end of the course.
- Develop digital customer experience strategies that strengthen customer engagement and improve service delivery across digital channels.
- Evaluate digital customer journeys and identify opportunities to enhance customer interactions and service quality.
- Apply customer journey mapping, user experience (UX), and service design methodologies in banking environments.
- Design personalized digital banking experiences that improve customer satisfaction and long-term loyalty.
- Improve customer engagement through digital communication, omnichannel banking, and data-driven decision-making.
- Strengthen governance by implementing customer protection requirements, regulatory compliance, cybersecurity awareness, and ethical digital banking practices.
- Implement Key Performance Indicators (KPIs), digital customer experience metrics, customer satisfaction measures, Net Promoter Score (NPS), and customer engagement indicators to evaluate performance.
- Assess the impact of artificial intelligence, customer analytics, automation, open banking, and financial technology on digital customer experience.
- Align Digital Customer Experience strategies with Customer Relationship Management, Digital Banking, Customer Experience Management, Operational Excellence, and organizational strategic objectives before course completion.

Who Should Attend

This course is designed for Customer Experience Managers, Digital Banking Managers, Branch Managers, Customer Relationship Managers, Retail Banking Managers, Corporate Banking Managers, Customer Service Managers, Product Managers, Digital Transformation Managers, Marketing Managers, CRM Specialists, User Experience Professionals, Banking Operations Managers, Service Quality Specialists, Innovation Managers, and professionals responsible for digital banking services and customer engagement.

The program is equally valuable for Chief Digital Officers, Chief Customer Officers, Executive Management Teams, Customer Experience Directors, Digital Strategy Managers, Information Technology Managers, FinTech Professionals, Compliance Managers, Operational Risk Managers, Government Banking Professionals, Public Sector Financial Institution Leaders, and decision-makers responsible for digital transformation, customer experience, business development, and organizational performance.

Learning Outcomes

- By the end of this course, participants will be able to:
- Develop comprehensive Digital Customer Experience strategies that support customer-centric banking.
- Evaluate digital customer journeys and improve customer interactions across digital channels.
- Apply user experience (UX), customer journey mapping, and service design methodologies effectively.
- Design personalized digital banking services that strengthen customer engagement and loyalty.
- Improve digital communication and customer relationship management capabilities.
- Strengthen compliance with customer protection requirements, cybersecurity principles, and regulatory standards.
- Prepare executive reports using KPIs, digital customer experience metrics, customer satisfaction indicators, customer engagement measures, and Net Promoter Score (NPS).
- Integrate Digital Customer Experience with CRM, Digital Banking Strategy, Customer Experience Management, Operational Excellence, and Enterprise Risk Management.
- Assess the impact of artificial intelligence, automation, customer analytics, open banking, and financial technology on customer engagement.

- Develop a practical implementation roadmap that improves digital customer satisfaction, increases digital adoption, strengthens customer loyalty, enhances service quality, optimizes operational performance, and supports sustainable banking growth.

Course Outline

DAY 01

Foundations of Digital Customer Experience

- Evolution of digital banking and customer expectations
- Principles of Digital Customer Experience (DCX)
- Digital customer journey mapping
- Customer-centric digital transformation

PRACTICAL APPLICATION OR DISCUSSION

Mapping digital customer journeys

DAY 02

Designing Exceptional Digital Experiences

- User experience (UX) principles in banking
- Omnichannel customer engagement
- Digital communication and personalization strategies
- Customer feedback and voice of the customer

PRACTICAL APPLICATION OR DISCUSSION

Designing customer-focused digital services

DAY 03

Technology and Innovation in Customer Experience

- Artificial intelligence in customer engagement
- Customer analytics and predictive insights

DAY 03 — CONTINUED

- Financial technology (FinTech) and open banking
- Digital innovation and service improvement

PRACTICAL APPLICATION OR DISCUSSION

Evaluating digital customer experience initiatives

DAY 04

Governance, Performance, and Service Quality

- Customer protection and digital compliance
- Cybersecurity awareness in digital customer services
- Measuring Digital Customer Experience using KPIs, customer satisfaction metrics, customer engagement indicators, and Net Promoter Score (NPS)
- Continuous improvement through customer analytics

PRACTICAL APPLICATION OR DISCUSSION

Developing digital customer experience dashboards

DAY 05

Building a Customer-Centric Digital Banking Strategy

- International best practices in Digital Customer Experience
- Leadership for digital customer excellence
- Continuous innovation and service transformation
- Strategic planning for digital customer engagement

DAY 05 — CONTINUED

> **FINAL WORKSHOP**
>
> Developing a comprehensive Digital Customer Experience in Banking implementation plan that includes customer journey optimization, omnichannel engagement, user experience enhancement, personalized banking services, customer analytics, artificial intelligence integration, digital communication strategies, customer feedback management, regulatory compliance, cybersecurity awareness, performance measurement, continuous improvement initiatives, and governance practices to improve customer satisfaction, increase digital adoption, strengthen customer loyalty, enhance operational excellence, and support sustainable banking success.

Register or Request More Information

Course page: https://quest-training.com/courses/digital-customer-experience-in-banking
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