

Mobile Banking for SME Bankers

in cooperation with Solveworx

Small and Medium Enterprises



Virtual



12 hours



USD 1,100



Registration Deadline

5-May-2025

Course Description:

Mobile Banking - once the domain of 'Experts' and 'Tech' types - is essential learning for every retail banker. The Mobile Banking for SME Bankers course presents the topic in a simple, manner building step-by-step, to help every Retail Banker, regardless of role, broaden their knowledge of what is driving Mobile behavior, how to take customers on a 'mobile journey'; and what creative thinking techniques work to bring ideas and foster collaborate across the organization.

The Mobile Banking for SME Bankers training course has been completely revised updated and overhauled for 2024. This course is designed to showcase the latest Mobile developments and trends from around the world, drawing on real world mobile banking Case Studies, examples and experiences, including the latest trends, developments and Mobile Banking case studies, and their impact on Customers and Banks. This structure and outcomes of this course are aimed at mid to senior level bankers interesting in gaining deeper insights into more than simply mobile handsets and features, but how to leverage Mobile as the predominant channel connecting the bank and customers.

Target Audience:

- Digital, Mobile Heads, business leaders and managers
- Retail Banking Managers, Leaders, Head of Mobile
- Product, Digital & Electronic Chanel Managers
- Retail & Electronic banking leadership and management
- Innovation Experts, Project Managers & SME's
- Strategy, Risk, HR Executives & Managers
- The 'C' suite, Executives, Directors, VP's, & EVP's

Audience Level:

N/A

Course Objectives:

The course covers topics including:

- How 'sticky' mobile experiences are designed using market insights & customer data, & how leading banks use this to benefit customer experience & App usage.
- How to use Mobile customer data to maximum effect, by leveraging the power of social networks & Integrating with Social Media Platforms to ensure mobile banking success.
- Personalization Gamification user experience and loyalty.
- Examine lessons & the experiences of Mobile-only banks from Europe,

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- Examine lessons & the experiences of Mobile-only banks from Europe, Australia & the Middle East, including who is getting it right & why.
- Using data to understand customer behavior & make actionable decisions to continuously improve & enhance your customers experience.
- How to integrate Biometrics into the Customer Experience and Security stacks.
- Artificial Intelligence, Biometrics, blockchain, QR codes & the latest in 'Bots and Response Automation.
- Emerging trends and advancements in conversational AI and its impact on the future of mobile banking.
- Analyzing some of the challenges and potential risks associated with deploying artificial intelligence, robotics and automation in a banking environment.

Course Outline:

What's next for Mobile Banking

Module 1

- Why mobile is key to maintaining customer relationships & engagement.
- Mobile Banking, Social-distancing and no-contact banking.
- How banks are responding to non-bank competitors, mobile offerings & payment platforms.

New Technologies in Mobile Banking

Module 2

- In-depth exploration of mobile banking technologies and architectures.
- Comparison of native apps, web apps, and progressive web apps (PWAs).
- Understanding APIs, SDKs, and integration frameworks for mobile banking development.

Advanced Mobile Banking Features and Functionalities

Module 3

- Analysis of advanced features such as biometric authentication, NFC payments, and card less cash withdrawals.
- Integration of artificial intelligence (AI) and machine learning (ML) in mobile banking solutions.
- Exploring the potential of augmented reality (AR) and virtual reality (VR) in enhancing the mobile banking experience.

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Security and Authentication in Advanced Mobile Banking

Module 4

- Advanced security mechanisms such as tokenization, encryption, and secure enclaves (cont. next column).
- Implementation of multi-factor authentication (MFA) and behavioral biometrics.
- Case studies on security breaches and best practices in mitigating mobile banking risks.

Advanced Mobile Banking Design Principles

Module 5

- Advanced principles of user interface (UI) and user experience (UX) design.
- Designing for accessibility and inclusivity in advanced mobile banking interfaces.
- Hands-on exercises in prototyping and usability testing for advanced mobile banking features.

Mobile Banking Integration and Ecosystems

Module 6

- Integration of mobile banking with third-party services and ecosystems.
- API economy and open banking initiatives transforming mobile banking landscapes.
- Strategies for fostering partnerships and collaborations to expand mobile banking offerings.

Analytics and Personalization in Advanced Mobile Banking

Module 7

- Leveraging data analytics and machine learning for personalized banking experiences.
- Predictive analytics and recommendation engines in advanced mobile banking platforms.
- Case studies on successful implementation of personalized marketing and product recommendations.

Regulatory Compliance and Governance

Module 8

- Understanding regulatory requirements and compliance standards for advanced mobile banking.
- Role of subject matter experts in ensuring regulatory compliance and risk management.
- Implementing governance frameworks and controls for advanced mobile banking initiatives.

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Advanced Mobile Banking Project Management

Module 9

- Project management methodologies and best practices for mobile banking projects.
- Stakeholder engagement and communication strategies for successful project implementation.
- Managing risks, scope, and timelines in complex mobile banking projects.

Customer Experience

Module 10

- Optimization Strategies for the mobile banking customer journey.
- Voice of the customer (VoC) analysis and feedback mechanisms for continuous improvement.
- Implementing omni-channel experiences and seamless cross-channel integration.
- Emerging Technologies and Future Trends.

An exploration of emerging technologies shaping the future of mobile banking

Module 11

- Impact of trends such as 5G, IoT, and quantum computing on mobile banking ecosystems.
- Strategies for anticipating and adapting to future disruptions in the mobile banking landscape.

Leadership and Innovation in Advanced Mobile Banking

Module 12

- Cultivating a culture of innovation and continuous learning within mobile banking teams.
- Role of subject matter experts as thought leaders and change agents in driving mobile banking innovation.
- Developing a roadmap for advancing mobile banking capabilities and maintaining competitive advantage.

Assessment Strategy:

Participation

Course Language:

English

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Trainer's Bio:

Gary Collins

Gary Collins is the managing director of Solveworx Digital Innovation (pty) Ltd, and non-executive director of First Banking Corporation Holdings; a listed diversified Banking & Financial Services Company. In 2018 FBCH appointed Gary to chair of the Digital Transformation Committee, overseeing the transition to become a fully digitized financial services group.

Prior to this, Gary was the Head of Digital Innovation and Mobile Banking at Westpac Pacific Banking, a position he held until July 2016, where he developed the mobile strategy, for the Pacific Banking Retail Group and went on to design and lead the introduction of mobile banking as part of the retail banking strategy across several jurisdictions.

Over the past decade years, Gary has been involved in many mobile banking projects and prepaid card programs for banks including and mobile value-added services project for a secure mobile service (based on a patented signaling system), designed to protect mobile banking transactions, and designed a mobile-centric remittances application for emerging markets, using Blockchain Technology.

In the past year Gary has worked with development organizations advising the IFC, UNCDF and the ADB on mobile banking and Digital Identity and related financial inclusion projects across Asia/Pacific, and as of 2024 is currently launching a new mobile bank for the largest Bank in the Pacific.

He is the founder and Managing Director of Solveworx Digital Innovation, and has worked with over 80 banks in more 30 countries, since 2016, and has delivered this course to over 500 business leaders across Europe, the Middle East, Africa, Asia/ Pacific & Oceania.