

## Business Development By Using Technology-Banking

Course Duration: 40 hours

**Course Overview:** In today's rapidly evolving financial landscape, business development in banking is no longer driven by just relationships and traditional sales practices—it is powered by data, customer intelligence, and advanced technology. This intensive course equips banking professionals with the strategic understanding, digital tools, and innovation mindset required to accelerate growth in a tech-driven economy.

**Target Audience:**

This program is designed for professionals in the banking sector who are responsible for driving growth, managing customer relationships, implementing technology initiatives, or designing digital strategies.

**Training Methodology:**

**Participant Involvement:** We will introduce regular opportunities for participant involvement, including discussions, feedback sessions, and reflection exercises, to ensure that the training remains interactive and relevant to their needs.

### Module 1: Introduction to Business Development in the Digital Era

- Evolution of Business Development in Banking
- Role of Technology in Modern Customer Engagement
- Key Metrics and Goals in Tech-Enabled Business Development

### Module 2: Digital Customer Journey Mapping

- Understanding Customer Expectations in a Digital World
- Mapping Pain Points and Opportunities
- Tools for Customer Journey Mapping

### Module 3: CRM Systems & Customer Personalization

- Role of CRM in Business Growth
- Data-Driven Personalization Tactics

- Tools for Upselling and Cross-selling

#### Module 4: Omnichannel Banking Strategies

- Integrating Branch, Online, Mobile, and Call Centre Channels
- Chatbots and Virtual Assistants
- Delivering Consistent Experiences Across Channels
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#### Module 5: Social Media in Banking

- SEO, SEM, and Paid Campaigns for Banking Products
- Using Social Listening Tools for Prospecting
- Behavioural Analytics and Targeting
- Measuring Campaign Effectiveness

#### Module 6: Building a Tech-Enabled Sales Culture

- Upskilling the Business Development Workforce
- Digital Mindset and Agile Sales Teams
- Gamified Dashboards and Leaderboards