MERCURY

Branch Management & Operations

28 March – 1 April 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Branch Management & Operations

Ref: 16398_1070742 **Date:** 28 March – 1 April 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

The Branch Management and Operations course provides professionals with a comprehensive understanding of the essential functions and strategic importance of managing a branch within a financial institution. Participants will delve into the intricacies of branch operations, including customer service excellence, staff management, economic performance, and compliance adherence.

This Branch Management and Operations program equips individuals with the skills to oversee daily branch activities effectively. It emphasizes leadership development, operational efficiency, and fostering a customer-centric environment. It is ideal for those aspiring to take on managerial roles or enhance their existing capabilities in branch operations. Attendees will navigate the challenges of branch management and contribute to the overall success of their institutions.

Targeted Groups:

This Branch Management and Operations training targets professionals seeking specialized knowledge and skills:

- Branch Managers aiming to enhance operational efficiency.
- Assistant Branch Managers are preparing for leadership roles.
- Operations Managers focus on process optimization.
- Customer Service Managers strive for service excellence.
- Compliance Officers ensure regulatory adherence.
- Tellers and Account Officers seeking career advancement.
- Financial Analysts are interested in branch performance metrics.
- Individuals aspiring to enter branch management positions.

Course Objectives:

Participants will achieve the following objectives by completing the Branch Management and Operations course:

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- Understand the core functions and significance of branch operations.
- Analyze the organizational structure and roles within a branch.
- Apply strategies to enhance customer service and satisfaction.
- Implement effective cash management and teller operations.
- Develop skills in lending and credit processing at the branch level.
- Comprehend and adhere to compliance and regulatory requirements.
- Formulate sales and business development strategies for branch growth.
- Establish robust branch security and risk management protocols.
- Evaluate branch performance and lead teams towards operational excellence.

Targeted Competencies:

Participants will gain the following competencies during the Branch Management and Operations program:

- Enhanced leadership and team management skills.
- Advanced customer relationship management techniques.
- Proficiency in financial analysis and performance metrics.
- Expertise in operational risk management and compliance.
- Effective communication and interpersonal abilities.
- Strategic planning and decision-making capabilities.
- Adaptability to technological advancements in banking operations.
- Crisis management and problem-solving acumen.
- Knowledge of industry best practices and regulatory standards.

Studying Scenarios:

In this Branch Management and Operations training, participants will develop their skills through the analysis of the following scenarios:

- Managing a branch during a sudden system outage.
- Addressing a significant compliance breach.
- Implementing a new customer service protocol.
- Handling a high-volume cash transaction period.
- Responding to a security threat within the branch.
- Leading a team through a branch performance audit.
- Introducing a new financial product to customers.
- Navigating a regulatory change impacting branch operations.

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Course Content:

Unit 1: Introduction to Branch Operations:

- Overview of branch banking and its role in financial institutions.
- Understanding the branch's contribution to the overall bank strategy.
- Key performance indicators KPIs for branch operations.
- Branch organizational structure and reporting lines.
- Roles and responsibilities of branch personnel.
- Branch workflow and service delivery models.
- Introduction to branch performance metrics and benchmarking.
- Case study: Analyzing a successful branch operation model.

Unit 2: Customer Service Excellence:

- Principles of exceptional customer service in banking.
- Techniques for effective communication with customers.
- Handling customer complaints and feedback constructively.
- Building long-term customer relationships.
- Utilizing customer feedback for service improvement.
- Training staff to deliver consistent service quality.
- Implementing customer loyalty programs.
- Role-play: Managing a challenging customer interaction.

Unit 3: Operational Efficiency and Risk Management:

- Identifying and mitigating operational risks in branch activities.
- Developing and implementing internal controls.
- Compliance with banking regulations and standards.
- Crisis management and contingency planning.
- Technology plays a significant role in enhancing operational efficiency.
- Cash management and fraud prevention techniques.
- Performance monitoring and audit procedures.
- Workshop: Conducting a branch risk assessment.

Unit 4: Sales and Business Development:

- Understanding the branch's sales objectives and targets.
- Techniques for cross-selling and up-selling banking products.
- Developing sales strategies aligned with customer needs.
- Managing sales teams and setting performance goals.
- Utilizing data analytics for sales forecasting.
- Building partnerships with local businesses for mutual growth.
- Marketing strategies to promote branch services.
- Simulation: Creating a branch sales plan.

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Unit 5: Leadership and Team Management:

- Leadership styles and their impact on branch performance.
- Motivating and developing branch staff.
- Conflict resolution and team building.
- Delegation and time management skills.
- Setting clear expectations and providing feedback.
- Succession planning and talent development.
- Performance appraisal and recognition programs.
- Group activity: Designing a team development workshop.

Final Insights & Key Takeaways:

Participants will possess a holistic understanding of branch management, encompassing operational, customer service, risk, sales, and leadership aspects. This knowledge empowers them to drive branch success and contribute to the institution's overall objectives.