

# **RETAIL BANKING CUSTOMER STRATEGIES**

## **Coping with the crisis and rebuilding customer trust**

**Wednesday 19 November, 2008**

London Stock Exchange, Paternoster Square, City of London

08.15 Registration and Refreshments

09.00 Welcome from FT Global Events

### **09.05 OPENING REMARKS BY THE CHAIRMAN: REALIGNING RETAIL STRATEGY IN THE NEW FINANCIAL LANDSCAPE**

- How the global financial crisis has changed banking forever, including retail banking.
- How to realign retail strategy in the new landscape to meet the objectives of multiple stakeholders – management, shareholders, customers and society at large.
- What is required to maintain and rebuild customer trust.

**Michelle Price**, Technology Editor, **The Banker**

### **09.20 MAINTAINING CUSTOMER LOYALTY**

- How to keep customers loyal in times of change, market stress and economic downturn.
- Board action: what has to be done at Group level to put customers first and improve their experience and hence their loyalty to the bank.
- Delivery channel action: improving the customer experience, and loyalty, through branches, online and through other delivery channels.

**Gernot Mittendorfer**, Chairman and CEO, **Česká Spořitelna**

### **09.55 MANUFACTURING AND MARKETING WINNING PRODUCTS**

- Which lending, savings and investment products work best when credit is in short supply, interest rates are falling, share prices are volatile and recession looms?
- How those products can improve the customer experience, translate into increased revenue and profits for the bank, and enhance shareholder value.
- Benchmarking against competitors.

**Arie Koornneef**, Head of Marketing, **SNS Bank**

### **10.30 IMPROVING THE CUSTOMER EXPERIENCE BY INSTILLING A CULTURE OF OPERATIONAL EXCELLENCE**

- Why operational efficiency in retail banking is more important than ever: the need to deal with the effects of the financial crisis - reduced lending revenues, higher funding costs, falling margins.
- Operational efficiency as a way of streamlining the business, improving customer service, reducing costs AND providing better risk oversight.

**Alan Noble**, Managing Director, **Venturehaus**

### **11.10 REFRESHMENTS BREAK**

### **11.30 PANEL SESSION: HARNESSING TECHNOLOGY TO IMPROVE CUSTOMER SERVICE**

- Banking technology has emerged unscathed from the financial crisis and remains a sound enabler for all delivery channels.
- Some recent innovations and industry best practices.
- What technology should do for the bank: help lower costs, improve efficiency, enhance customer relationships, handle debt management...and boost profitability.
- What technology should do for the customer: improve the banking experience, handle complaints efficiently, improve the web experience

#### **PANEL MODERATOR**

**Michelle Price**, Technology Editor, **The Banker**

#### **PANELISTS**

**Leigh Bates**, Head of Banking, **SAS**

**Graham Halliday**, Director, Strategic Partnerships, **Monitise**

**Junaid Abbas Bhatti**, Chief Executive Officer, **Ballencrieff House**; Fellow, **Institute of Islamic Banking and Insurance**

### **12.20 ENGAGING WITH CUSTOMERS**

- Getting close to customers and maintaining engaging relationships is essential in retail banking: but how do you do it?
- Customer relationship best practices to enhance acquisition and retention: providing service, value and trust.
- Using technology to provide a more personalised and interactive service across all channels, automated processes that support multi-channel interactions, process efficiency, environmentally friendly digital alternatives to paper documentation, easy-to-use self-service applications and high levels of regulatory compliance.

**Mark Greenaway**, Head of Financial Services Practice, **Adobe**

### **12.55 MORNING SESSION SUMMING UP BY THE CHAIRMAN**

### **13.00 LUNCH**

### **14.00 THE EMERGING REGULATORY LANDSCAPE**

- How financial regulation has changed, and will continue to change, globally as a result of the financial crisis: the work of the Financial Stability Forum, Basel Committee, CEBS.
- The national scene: The UK's Banking Bill and how it is intended to enhance financial stability and depositor protection – implications for retail banks, their customers and shareholders.
- Update on ongoing regulatory initiatives

**Dr Thomas Huertas**, Director, Banking Sector, **Financial Services Authority**

#### **14.35 WHAT CUSTOMERS WANT FROM THEIR BANK**

- What customers ask for: good products, fair treatment, fair prices.
- What customers all too often get: inappropriate or mis-sold products, unfair treatment, high charges.
- What banks could do to improve the customer experience.

**Peter Vicary-Smith**, Chief Executive, **Which?**

#### **15.10 REFRESHMENTS BREAK**

#### **15.35 RETAIL BANKING IN A DIFFICULT MARKET**

- The challenges: financial crisis, raising funds to on-lend to home-buyers and personal borrowers, likelihood of severe recession, falling house prices and fewer house sales, new regulation to protect homebuyers and consumers of other retail financial services.
- The opportunities: banks recapitalised, credit markets improving, falling house prices making homes more affordable, falling interest rates making loans more affordable, payments innovation (pre-paid cards, mobile payments, online banking, UK faster payments service), greater propensity for people to save.
- So what strategies are bankers adopting in this environment to support their retail customers – especially borrowers, savers, investors, small businesses.

**Eric Leenders**, Executive Director, Retail, **British Bankers' Association**

#### **16.10 CONCLUDING REMARKS BY THE CHAIRMAN**

#### **16.15 NETWORKING AND DRINKS RECEPTION**

#### **17.00 CONFERENCE ENDS**

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