

## Digital Transformation in Banking

*Tunis (Tunisia)*

*16 - 20 May 2027*

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## Digital Transformation in Banking

Code: FA32 From: 16 - 20 May 2027 City: Tunis (Tunisia) Fees: 4200 Pound

### Introduction

The banking industry is undergoing a revolutionary transformation driven by rapid technological advancements and the growing demand for digital-first experiences. Digital Transformation in Banking is no longer a strategic option – it has become a business imperative for survival and competitiveness in a data-driven, customer-centric environment.

This program provides participants with a comprehensive understanding of how digital technologies are reshaping financial services. It equips them with the skills to design and implement effective digital transformation strategies that enhance operational efficiency, improve customer experiences, and drive sustainable growth in the modern financial landscape.

### Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic foundations of digital transformation in banking.
- Analyze the key technological trends shaping the financial services industry.
- Develop and execute digital transformation strategies aligned with business goals.
- Evaluate the impact of digitalization on business models and revenue streams.
- Leverage data analytics and AI to enhance decision-making and risk management.
- Identify and mitigate risks associated with digital transformation.
- Integrate financial technology FinTech innovations into banking operations.
- Foster a digital culture that promotes agility, collaboration, and innovation.

### Course Outlines

#### Day 1: Introduction to Digital Transformation in Banking

- Overview of digital transformation and its relevance in the financial sector.
- Evolution of banking from traditional models to digital ecosystems.
- Drivers and enablers of digital transformation.
- The role of innovation in redefining customer experience.
- Linking digital strategy to competitiveness and business sustainability.
- Case discussion: Comparing digital vs. traditional banking operations.

#### Day 2: Key Technologies in Modern Banking

- Artificial intelligence and machine learning in data-driven banking.
- Cloud computing and its role in optimizing banking infrastructure.
- Open banking and the use of APIs for system integration.
- Automation and the shift toward self-service banking.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Cybersecurity and data privacy in the digital era.
- Workshop: Assessing digital readiness across banking operations.

### Day 3: Customer Experience and Digital Engagement

- Understanding digital customer behavior and expectations.
- Building seamless, omnichannel customer journeys.
- Personalization through data analytics and customer insights.
- Leveraging automation to improve client interaction.
- Measuring digital customer satisfaction and performance KPIs.
- Practical exercise: Designing a digital customer experience model.

### Day 4: FinTech Innovation and Strategic Partnerships

- The rise of FinTech and its impact on traditional banking.
- Collaboration models between banks and FinTech firms.
- Developing innovative digital financial products.
- Building strategic partnerships for ecosystem growth.
- Case study: Successful bank-FinTech collaboration examples.
- Group activity: Designing a digital partnership strategy.

### Day 5: Leading and Managing Digital Transformation

- Leadership roles in driving successful transformation initiatives.
- Building strategic thinking and change management capabilities.
- Creating a digital culture within financial institutions.
- Assessing digital maturity and identifying improvement areas.
- Developing a sustainable digital transformation roadmap.
- Final project: Presenting a digital transformation strategy for a bank.

### Why Attend This Course? Wins & Losses!

- Gain deep insights into global digital banking transformation trends.
- Understand how emerging technologies reshape business strategies.
- Build strategic and operational frameworks for transformation initiatives.
- Strengthen analytical and innovation capabilities.
- Learn to enhance customer experience through digital integration.
- Adopt best practices in data-driven decision-making.
- Develop strategies to balance innovation with compliance.
- Increase institutional agility and competitiveness.

### Conclusion

Digital Transformation in Banking is not merely about technology adoption – it represents a fundamental shift in how banks operate, engage customers, and deliver value. Successful transformation depends on visionary leadership, a culture of innovation, and the ability to integrate human expertise with intelligent technology.

This course enables participants to bridge the gap between digital strategy and execution, empowering them to lead sustainable transformation initiatives that enhance profitability, resilience, and customer trust in the digital

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banking era.

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