

RETAIL BANKING
ACADEMY[®]

Empowering Bankers. Serving People.



WHO IS RBA?

RBA is the only educational and professional body in the world dedicated exclusively to offering professional education in retail banking.

WHO ARE OUR CLIENT BANKS?



THE RBA MISSION

RBA's mission is to promote retail banking as a recognised profession.

And to promote the status of retail bankers as internationally recognised professionals.

RBA HAS DEVELOPED A COMPETENCY-BASED CURRICULUM TO:

1. Develop a vision and implementation strategy that gains the commitment and engagement of all employees
2. Maintain an ethical values-based culture that enables excellent customer service
3. Attract, develop and retain the right people which is a key competitive, sustainable advantage
4. Determine the financial needs and preferences of the bank's customers.
5. Develop solutions to meet the bank's customers' needs
6. Enhance the brand and attract customers through effective marketing
7. Deliver financial solutions in a customer friendly/focused way
8. Optimise the service culture of the bank
9. Achieve operational excellence
10. Implement a governance structure that optimally serves all stakeholder interests
11. Implement measures to fulfil the bank's prudential responsibilities and to maintain the bank's sustainability
12. Conduct business within regulatory constraints so as to manage risk
13. Implement management information systems with relevant KPIs to maximise performance

UNIQUE BENEFITS OF RBA PROGRAMMES

- Provides participants with a sound and comprehensive knowledge of the end-to-end customer experience across the silos in your bank.
- Provides participants with a common frame of reference leading to improved communication and faster learning.
- Allows for practical implementation to improve results significantly.
- Provides the tools to drive employee engagement, retention and motivation.

CRB

CERTIFIED RETAIL BANKER

WHY CERTIFIED RETAIL BANKER?

Certified Retail Banker (CRB) is the only retail banking certification programme of its kind in the world that:

- Provides a comprehensive body of knowledge in support of the mission to professionalise retail banking.
- Has been designed by international retail bankers.
- Is principles-based.
- Has been independently and internationally accredited.
- Is supported by a rigorous assessment process that also tests the application of knowledge.

RB I

RETAIL BANKING I

- 101 Business Ethics and Compliance
- 102 Retail Banking Overview
- 103 Products
- 104 Channels
- 105 Marketing
- 106 Effective Sales Management
- 107 Customer Service Quality
- 108 Operations
- 109 Credit and Lending
- 110 Relationship Management

RB II

RETAIL BANKING II

- 201 Digital Marketing
- 202 Product Portfolio Management
- 203 SME Lending
- 204 People Management
- 205 Customer Care
- 206 Performance Management
- 207 Wealth Management
- 208 Balance Sheet Management
- 209 Risk Management
- 210 Financial Management

RB III

RETAIL BANKING III

- 301 Leadership in Retail Banking
- 302 Business Strategies for Retail Banking
- 303 Brand Management
- 304 Governance
- 305 Operational Excellence
- 306 Risk and Capital Management

RBA SHORT COURSES

PRB

PROFESSIONAL RETAIL BANKER



CBM

CERTIFIED BRANCH MANAGER



CCPP

CERTIFIED CARDS & PAYMENTS
PROFESSIONAL



CWP

CERTIFIED WEALTH PRACTITIONER



RBA HAS DELIVERED A MOBILE APP...

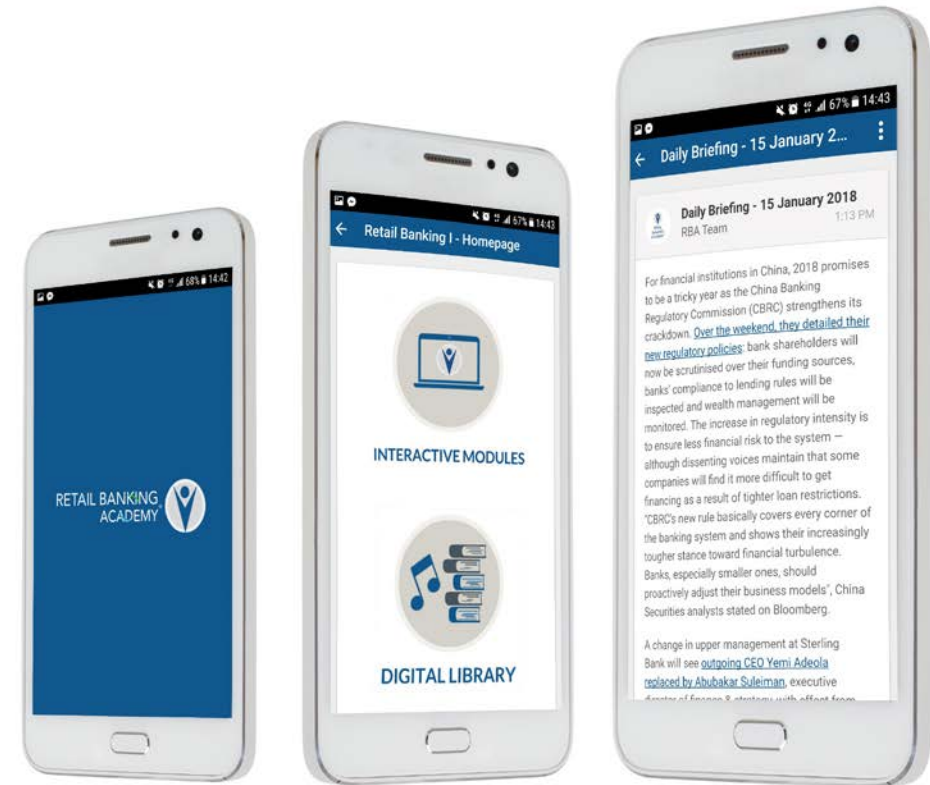
Now you can:

Leverage your employees' existing Smartphone usage habits - for example, people typically access their mobile devices 30-plus times each day

Enable learning outside the office - such as daily commuting, business trips etc

Facilitate more effective learning in short bursts, anywhere, any time and on any device without the need for wifi/network coverage.

Offline access to the RBA Learning Centre



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