

# Assessing FTC Through CAF – A Diagnostic and Remedial Approach

**DATE:** Saturday, August 11, 2018

**FEE:** PKR 12,500/- per participant

**VENUE:** Islamabad

**TIMINGS:** 9:00 am to 5:00 pm

**5%**  
DISCOUNT  
on 3-5 nominations

**10%**  
DISCOUNT  
on 6+ nominations

**5%**  
DISCOUNT  
for all member  
Institutions of IBP

**LAST DATE OF REGISTRATION**  
**August 9, 2018**

**COURSE FACILITATOR**  
**Ms. Sundus Saleem**

## COURSE OVERVIEW

Conduct Assessment Framework (CAF) measures a bank's state of conduct. The purpose is to develop a periodic, reliable, diagnostic and comparable mechanism which helps banks to deliver its commitment to Fair Treatment of Customers (FTC) in the most optimum way. The first formal reporting of Conduct Assessment Framework (CAF) to the State Bank of Pakistan is due in March 2018. Banks need to equip themselves with the right tools, to be able to undertake the CAF. This two-day workshop will help the participants to understand, design and implement the right tools in their banks to collect information about its conduct. The workshop will also include "red" and "green" signals, indicating the level of banks' readiness to CAF.

# Assessing FTC Through CAF – A Diagnostic and Remedial Approach

The Institute  
of Bankers  
Pakistan



## LEARNING OBJECTIVES

This program would enable the industry stakeholders to understand the interlink between the regulatory initiatives under Business Conduct for banks, as well as to provide them with skill-set to deliver FTC through case studies, industry's best practices & quality standards.

## COURSE CONTENTS

- Module-wise understanding of tools and the related MIS
- Integrating module-based tools
- Designing consumer research, Training & Development activities, zones of relevance etc.
- Incorporation of tools in Fair Treatment of Customers (FTC)
- Flow of FTC framework
- Reading Conduct Assessment Framework (CAF) pulse

## WHO SHOULD ATTEND?

The target participants of this training include FTC Owners/Participants and Executives/Managers/Officers from:

- Service Quality
- Complaint Management
- Audit & Compliance
- Research & Development
- Training & Development

- Product Development
- Marketing
- Branch/Field Offices
- Relationship Management (Advances/Trade)
- IT/Research Personnel

## FACILITATOR

### Ms. Sundus Saleem

Deputy Director CPD – State Bank of Pakistan

Ms. Sundus Saleem is associated with Consumer Protection Department (CPD) of State Bank of Pakistan for the last 5 years. She is serving as Deputy Director at CPD and has been one of the key contributors to the various financial consumer protection initiatives and market conduct instructions for the banking industry, like Diagnostic review on industry's service practices, Fair Treatment of Customers (FTC) framework and Conduct Assessment Framework (CAF). In addition, she has been conducting industry engagement sessions for bankers from State Bank of Pakistan's forum. She has also been associated with The Institute of Bankers Pakistan (IBP) for Banking Conduct related Ms. Saleem is a gold medalist in Masters of Business Administration (MBA) from Shaheed Zulfikar Ali Institute of Science & Technology (SZABIST).

### CONTACT DETAILS:

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**NOTE: Payment should be made on or before the course start date in the name of "THE INSTITUTE OF BANKERS PAKISTAN". Please send nominations/requests for participation at least two days before the training date.**