

# GUIDELINES ON CALL CENTER MANAGEMENT AT BANKS

**DATE:** Thursday-Friday, August 9-10, 2018

**FEE:** PKR 18,500/- per participant

**VENUE:** NIBAF, 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 7, 2018**

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

## COURSE OVERVIEW

Call Centers are considered as one of the most promising transformational digital capabilities of banks substantially impacting their customer experiences. They are the primary channel of banking consumer for lodgment of complaints, maintenance of accounts, execution of other banking facilities like: Reissuance of cheque book, Demand draft, ATM cards etc. Being cognizant of Call Centers' growing vitality and the allied conduct risks, it is eminent that their functionality and productivity standards are alleviated to a certain benchmark where the associated services are responded to in an uninterrupted and timely manner.

State Bank of Pakistan (SBP) undertook a diagnostic review of Call Center Management at banks. The review consisting of various techniques included usage of mystery calls as well. The findings of the review show variant Call Center management practices across the industry.

The prime spotlight of the training is to focus on critical areas such as improving service levels, increasing employee engagement, optimizing operations, risk management, confidentiality management, record retention etc. resulting in raising the overall value of the call center and to keep pace well aligned with the trends and challenges already prevailing in the industry.

# GUIDELINES ON CALL CENTER MANAGEMENT AT BANKS

The Institute  
of Bankers  
Pakistan



## COURSE CONTENTS

### Day 1

- Introduction
- The need of Call Center & its Related Policies
- Basic Skill Sets for Call Center officials
- Characteristics of High Performing Service Providers
- Applying Confidentiality Checks & Balance in Call Center
- Difference between Attitude, Skills and Knowledge and its Application
- Disclosures and Transparency in Call Recordings
- IT Systems and its Applications
- The Need of Regulatory compliance on Enterprise Technology Governance and Risk Management Framework

### Day 2

- Call Center Self-Assessment Tools
- KRAs and KPIs
- Use of Best Practice Telephone Customer Care Techniques
- Evaluations and Scoring
- Escalation Matrix & Risk Dashboards
- Outsourcing Risk & Rewards
- Mandatory Outsourcing Regulatory Requirements

## WHO SHOULD ATTEND?

- Call Center Managers/Team Leads/Floor Managers etc
- Service Quality Officials
- I.T. & Support Units
- Audit & Compliance Personnel

## FACILITATOR

### Ms. Sundus Saleem

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 banking 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 trainings. Ms. Saleem is a gold medalist in Masters of Business Administration (MBA) from Shaheed Zulfikar Ali Bhutto 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.**