

# Regulatory Compliance of SBP instructions on Customer Service and Banking Conduct

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- Importance of exceptional customer service
- Who your customers are and what they expect
- Attitude and exceptional customer service qualities
- Consider Customer Service as a Profit Center
- Phone, voice mail, email, and texting etiquette
- The customer interaction process
- Time Management Strategies
- Preventing and dealing with angry customers
- SBP Guidelines on Consumer Protection

**DECEMBER 15, 2022**  
**10:00AM-5:00PM**

**ONLINE VIA ZOOM**

**Training Fee: 8,000 Plus Tax**

**Registration@nibaf.gov.pk**

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**For more information: [nibaf.sbp.org.pk](http://nibaf.sbp.org.pk)**



**Mr. Shahid Iqbal**  
Subject Specialist, NIBAF

Mr. Shahid Iqbal is a seasoned professional with rich practical experience spanning over 37 years of banking operations including 25 years as a professional trainer. Mr. Shahid is currently working with NIBAF as a subject specialist for commercial banking programs and has designed and conducted various training programs on banking operations, Regulatory Compliance, Account Opening, AML/CFT, Customer Service Excellence, Leadership and other Soft skills and has been instrumental in designing certification programs for NIBAF. Besides the banking sector, Mr. Shahid has also conducted trainings for a wider audience including officers from NAB, FIA and Pakistan Post.