

 **NIBAF, PAKISTAN (KARACHI)**

ELEVATING CUSTOMER SERVICE EXCELLENCE IN BANKING

This intensive one-day program is meticulously designed to equip banking professionals with advanced customer service skills and practical tools essential for fostering exceptional client satisfaction, building enduring loyalty, and upholding the stringent professional standards inherent to the banking and financial services sector. Participants will gain actionable insights to transform routine interactions into impactful client experiences.

28
OCTOBER
2025

FEE:
PKR
15,000
(Plus Tax)

LEARNING OUTCOMES:

Upon successful completion of this program, participants will be able to:

- Articulate and apply the core principles of superior customer service within the regulatory and operational framework of the banking sector.
- Enhance communication effectiveness and demonstrate empathy to build stronger client relationships.
- De-escalate and professionally manage challenging customer situations, transforming potential complaints into opportunities for service recovery.
- Implement best practices for service recovery, complaint resolution, and strategies for cultivating long-term customer loyalty.

Navigate and optimize customer engagement across traditional and emerging digital banking channels



021-35277511 | 051-9269850



marketing@nibaf.org.pk | registration@nibaf.gov.pk



0303-0652963

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TARGET AUDIENCE:

This program is highly recommended for banking personnel who directly interact with clients or influence customer experience, including:

- Frontline Banking Staff
- Branch Officers & Managers
- Customer Service Representatives (Banking Services, Call Center & Digital Channels)
- Operations and Relationship Managers
- Any banking professional aspiring to enhance customer-centricity within their banking role.

FACILITATOR:

MR. ATIF MASOOD SIDDIQUI

Atif Masood Siddiqui is a Certified Success Coach (Marshall Goldsmith) and Life & Career Coach with over 18 years of experience in HR Leadership Customer Services, Banking Operations, and SME Asset Management., he is a diversified Corporate Trainer, Certified Talent Development Consultant, and Instructional Designer.

Atif has trained thousands of professionals across banking, tech, engineering, and development sectors, delivering high-impact programs in leadership, customer service, and strategic communication. As a recognized resource person for institutions like NIBAF, HEC, and NILAT, he empowers individuals and organizations to drive performance, growth, and sustainable success.



TRAINING MANAGER

Abdul Azeem Dosani, Joint Director ☎ 0300-2635914 & 0313-2665070 🌐 azeem.dosani@sbp.org.pk



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