

10 FEBRUARY, 2026

9 AM to 5 PM

NIBAF Pakistan - Karachi

FEE:
PKR 18,000
(Plus Tax)

ENHANCING RELATIONSHIPS WITH STRONG CUSTOMER SERVICES SKILLS

COURSE OBJECTIVE

This training program is designed specifically for bankers to enhance their customer service skills and foster better client relationships. This one-day session aims to equip participants with practical tools and strategies to handle customer interactions effectively, resolve complaints, and provide exceptional service.

COURSE CONTENTS

Uplifting Service by using the levels of service

- ◆ Active Listening: Pay attention to customers' needs and concerns.
- ◆ Empathy: Show understanding and compassion when dealing with issues.
- ◆ Clear Communication: Provide clear, concise information and updates.
- ◆ Problem-Solving: Address problems efficiently and effectively.
- ◆ Personalization: Tailor interactions to individual customer needs.
- ◆ Responsiveness: Respond promptly to customer inquiries and issues.

Key Skills

- ◆ Communication skills
- ◆ Emotional intelligence
- ◆ Problem-solving abilities
- ◆ Adaptability
- ◆ Product knowledge

Best Practices

- ◆ Know Your Customer: Understand their preferences and history.
- ◆ Be Proactive: Anticipate and address potential issues.
- ◆ Show Appreciation: Express gratitude for customer loyalty.
- ◆ Follow Up: Check in after resolving issues.

TARGET AUDIENCE

- ◆ Sales teams of branches/banks, including managers
- ◆ Credit card department staff
- ◆ Customer service officers/representatives
- ◆ Service quality managers/officers
- ◆ Complaint handling staff
- ◆ Compliance Managers
- ◆ Marketing managers/officers
- ◆ Relationship Managers

FACILITATOR'S PROFILE

Ms. Rabia Omar

Ms. Rabia is a highly professional and creative individual with around 25+ years of experience in the financial services sector which includes Private Equity facilitation, Blue Chip investment facilitation, Wealth and Asset Management, Retail/Commercial/Corporate Banking/Investment Banking, managing Liability /Cash Management, Payment Services, Asset Relationships, Sales and Relationship Building. She is currently working as Head Global Alliances at MIA Arbitration. Previously he was working as Country Head Corporate Sales at AWT Investments Limited. She has also served as Chief Executive Officer at ROSH Developments and has worked at HBL, MCB Bank and various other organizations. As a trainer she has been trained and certified by famed Ron Kaufman in Sales and Service. She has also been trained by Karen Allahwala in Corporate Communication and Business Etiquette, certified by Fulcrum in Performance Management, AML and Anti-Terror Financing Certification by DC Gardiner. She has been training banking staff over a decade nationwide.

Training Manager: Ms. Farah Khan

Tel: 021-35 277 535 **Email:** farah.khan@nibaf.org.pk



021-35 277 511 | 051-9269850



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



0303-065 29 63