



# THE EMERGING CUSTOMER EXPERIENCE VIRTUAL SEMINAR

*LEARN HOW TO BUILD LONG-TERM CLIENT BANKING RELATIONSHIPS*

**REGISTER NOW**

## WHEN

May 18, 2023

9:00 a.m. - 4:00 p.m.

## WHERE

Comfort of your desk or anywhere with an internet connection.

## WHO SHOULD ATTEND

All bank team members in client-contact roles or leading client-contact teams.

Banking, like the world, has changed dramatically in a few short years. A new banking workforce, a new generation of clients, new technology, and new methods of communicating and transacting banking business require an updated approach to providing exceptional client service. This workshop focuses on the essentials of today's banker needs to consistently deliver exceptional and referral-worthy client experiences, with the goal of building loyal, long-term, and profitable client banking relationships.

## LEARNING OBJECTIVES:

- Defining the Client Experience in 2023
- Building a Service Organization - Partners in Service
- Understanding the Critical Role of Client Service and "Word of Mouth" in Growing the Bank
- Delivering Banking that is Consistent, Friendly, Professional, Efficient, Responsive & Accurate
- Leveraging Technology to Deliver Superior Client Service
- Transitioning from Order-Taking to Relationship Building
- Effectively Communicating Verbally and Non-verbally, Via Telephone and in Writing
- Rediscovering the Art of Conversation in a High-Tech Age
- Speaking the Language of Service: Turning Killer Phrases into Winning Phrases
- Helping the Client: Assessing Needs and Explaining Benefits
- Communicating with Empathy and Clarity
- Developing Time Management Skills to Improve Service and Results
- Onboarding New Customers for a Smooth Banking Transition
- Effectively Solving Problems and Resolving Client Complaints
- Exceeding Expectations of Today's Generations of Clients
- Committing to the Platinum Rule: Flexing Your Communication Style



# Arkansas Bankers Association | Professional Development Department

1220 West Third Street | Little Rock, Arkansas 72201 | (501) 376-3741 | www.arkbankers.org

## About the Instructor



**Christie Drexler** has over 26 years of experience in the financial industry, serving community and regional banks. Her experience has been expansive, including successfully navigating retail, operations, treasury services, and commercial banking careers. She has served as Chief Retail Officer, Chief Credit Officer, and Market/Division President. Christie is a passionate facilitator and coach focusing on developing competent, caring, and impactful leaders in all banking roles.

## REGISTRATION FEES

### ABA Members:

Early Registration Price: \$340; After April 19: \$390

### Non-Members:

Early Registration Price: \$680; After April 19: \$780

## CANCELLATION

Full registration fees will be refunded if a cancellation is received before May 4. No refunds will be given for cancellations made after May 4. All cancellations must be submitted in written format prior to the event.

## VIRTUAL LIVE FORMAT

Attendees will need Internet access and a standard web browser to join this video and web conferencing. They will receive an email with a link to join the virtual meeting, handouts, and any additional information a few days before each event.

You do not need your own Zoom account. You will use the link, meeting ID and password we provide.

- You can log in on a desktop computer, laptop or download the Zoom app on your smart device.
- Internet access
- Audio on computer or a phone line

## THE EMERGING CUSTOMER EXPERIENCE

MAY 18, 2023

Bank/Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Registrant Name \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Registrant Name \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Registration Contact \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

## PAYMENT INFORMATION

Charge my:  Mastercard   Visa   American Express   Discover 

Account Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ CSC Number \_\_\_\_\_

*(3-digit security code on back of your card)*

Billing Zip Code \_\_\_\_\_

If you would prefer to give us your credit card information over the phone, please call the ABA Professional Development Department at (501) 376-3741. Please do not email credit card information.

**Note:** Non-Members must pay with credit card or check prior to the event.

**Email:** kami.coleman@arkbankers.org

**Fax:** (501) 376-9243

**Mail:** **Check Payable to:**  
Arkansas Bankers Association  
Professional Development Department  
1220 West Third Street  
Little Rock, AR 72201

### ABA USE ONLY:

**Registered:** \_\_\_\_\_

**Amount:** \_\_\_\_\_

**Received:** \_\_\_\_\_