

€ TRAINING

Advanced Corporate Banking Strategies
Enhancing Customer Understanding and
Reducing NPLs

A group of four smiling business professionals (two men and two women) in a meeting. They are wearing white shirts and are seated around a table. The background is a blurred office setting. A large blue curved graphic element is overlaid on the top right and bottom right of the image.

24 - 28 February 2025
Kuala Lumpur (Malaysia)



Advanced Corporate Banking Strategies Enhancing Customer Understanding and Reducing NPLs

REF: T2840 DATE: 24 - 28 February 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This training program is designed to equip participants with advanced strategies in corporate banking that focus on enhancing customer understanding and effectively reducing non-performing loans NPLs. Participants will explore the dynamics of corporate client relationships, delve into the factors contributing to NPLs, and learn strategies to improve credit risk management.

Program Objectives:

By the end of this program, participants will be able to:

- Analyze and understand the factors influencing corporate customer behavior and decision-making.
- Develop and implement advanced strategies for enhancing customer engagement and satisfaction.
- Identify key indicators and risk factors that contribute to non-performing loans.
- Apply effective credit risk assessment techniques to mitigate the occurrence of NPLs.
- Formulate strategic responses to manage and reduce NPLs within corporate banking.

Targeted Audience:

- Corporate banking managers and executives.
- Relationship managers focused on corporate clients.
- Credit analysts and risk management professionals.
- Banking strategists and business development officers.
- Financial professionals involved in corporate lending and customer engagement.

Program Outline:

Unit 1:

Understanding Corporate Customer Dynamics:

- Overview of corporate banking and customer segmentation.
- Analyzing the decision-making process of corporate clients.

- Strategies for building trust and rapport with corporate customers.
- The importance of effective communication in corporate banking.

Unit 2:

Enhancing Customer Engagement and Satisfaction:

- Techniques for conducting customer needs assessments.
- Developing customized banking solutions based on customer insights.
- Leveraging technology to enhance customer interactions.
- Creating value-added services to improve customer loyalty.
- Measuring customer satisfaction and feedback mechanisms.

Unit 3:

Identifying and Managing Credit Risk Factors:

- Understanding the risk landscape in corporate banking.
- Key indicators of credit risk and how to identify them.
- Tools and techniques for effective credit risk assessment.
- Developing risk mitigation strategies for corporate loans.
- The role of financial analysis in assessing creditworthiness.

Unit 4:

Strategies for Reducing Non-Performing Loans NPLs:

- Analyzing the root causes of NPLs in corporate banking.
- Developing early warning systems to identify at-risk loans.
- Strategies for effective loan restructuring and recovery.

Unit 5:

Strategic Planning and Implementation in Corporate Banking:

- Formulating a strategic plan to enhance customer understanding and reduce NPLs.



- Aligning corporate banking strategies with overall business objectives.
- The role of leadership in driving change within corporate banking.
- Implementing best practices for continuous improvement.
- Evaluating the impact of strategies on customer satisfaction and loan performance.