

RADICALLY NEW CONCEPTS FOR ALL FRONTLINE PERSONNEL

JUNE 13, 2022 - HILTON GARDEN INN, HAYS
JUNE 14, 2022 - CLARION INN, GARDEN CITY
JUNE 15, 2022 - ALLIANCE ROOM, CHANUTE
JUNE 16, 2022 - DOUBLETREE, LAWRENCE

This exclusive in-person session is designed to promote new approaches to in-person transactions, while emphasizing the operational issues facing frontline staff. Customer demands are changing, and the digital evolution continues to change the branch experience for customers and front-line staff, but it presents many opportunities to serve customers with new methods and practices.

This program will provide information to address operational issues, while also providing new concepts to consider for your bank. As an added feature: Participants will be stimulated with the educational concepts by interactive activities to enhance the in person learning environment.

WHO SHOULD ATTEND

All frontline staff and management personnel with responsibility for frontline policies.

TOPICS TO BE COVERED:

- Skills to Enhance Staff Customer Interactions – What Does that Mean for You at the Branch?
 - *Customers are Using Online Banking More – How Can You Adapt to That?*
 - *Customers Come to the Branch with Complex Questions and Transactions – Are You Prepared?*
 - *Meet Customers Before They Arrive at the Branch - Have you Thought About How to Do That?*
- Truly Understanding a “Customer Service Orientation”
- Effective Problem Solving with Critical Thinking Concepts
- Dealing with the Obstacles Created by Confrontational Customers
- Methods to Improve Your Focus on Enhancing Customer Experiences
- Operational Fraud Detection Strategies for Frontline Staff

Program Presenter

JIM RECHEL

THE RECHEL GROUP, INC.

The Rechel Group is a risk consulting firm headquartered in Cincinnati, Ohio which focuses on fraud and security risks. Jim is on the Board of the Institute for Criminal Justice Education, Montgomery, Alabama and a member of numerous national organizations. Prior to working for The Rechel Group, Jim was Vice President for Fifth Third Bank, where he held positions in various departments, including retail and lending, and security director.



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PROGRAM AGENDA

Registration: 5:30 p.m.

Program: 6:00 p.m. - 8:30 p.m.

	<u>EARLY BIRD REGISTRATIONS POSTMARKED ON OR BEFORE JUNE 3, 2022.</u>	<u>REGISTRATIONS POST JUNE 3, 2022.</u>
___ KBA Members	\$175 per person	\$275 per person
___ Non KBA Members	\$350 per person	\$450 per person

We understand circumstances arise requiring cancellation - if you cancel up to 3 business days before the program, your registration fee will be refunded. Substitutions are always welcomed with advanced notice. If you have special dietary needs, please contact the KBA office. If you have a disability, and request special accommodations, please contact the KBA office. Registration for and attendance at KBA meetings and events constitutes an agreement by the registrant for KBA's use of the attendee's photograph in printed and/or digital promotional materials, publications, mobile app and social media, unless permission is revoked and received by the KBA prior to the event. **Cancellations must be received by June 10, 2022. No video or audio recording allowed.**

Name: _____

Bank Location: _____ E-mail: _____

Name: _____

Bank Location: _____ E-mail: _____

Bank: _____

Total Enclosed: \$ _____ Total Attending: _____

Address: _____

City: _____ State: _____ Zip: _____

THREE WAYS TO REGISTER:

1. Complete and mail registration form with payment.
2. Fax registration form, followed by mailing of payment. Please use this form as your invoice.
3. Register Online using a credit card at **www.ksbankers.com**