

RADICALLY NEW CONCEPTS FOR ALL FRONTLINE PERSONNEL

SEPTEMBER 21 - VIRTUAL

SEPTEMBER 28 - VIRTUAL

This 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 education concepts by interactive activities to enhance the virtual 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

September 21 - 1 p.m. - 3 p.m.

September 28 - 5 p.m. - 7 p.m.

REGISTRATION FEES ARE BASED OFF OF THE BANK/COMPANY ASSET SIZE: (PLEASE MARK WHICH LEVEL APPLIES)

Asset Size	Live	OnDemand	Both
\$100 mil & under:	___ \$300	___ \$350	___ \$400
\$101 - \$250 mil:	___ \$500	___ \$550	___ \$600
\$251 - \$500 mil:	___ \$700	___ \$750	___ \$800
Over \$500 mil:	___ \$900	___ \$950	___ \$1,000
Non-Members:	___ \$1,200	___ \$1,300	___ \$1,400
Associate Members:	___ \$700	___ \$750	___ \$800

We understand circumstances arise requiring cancellation - **cancellations must be received by September 14, 2022.** 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.**

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