



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.

**Registration Fees are based off of the Bank/Company Asset Size:
(please mark which level applies)**

- \$100 million or less: \$450
- \$101 million to \$400 million: \$650
- \$401 million to \$750 million: \$850
- \$751 million to \$1 billion: \$1,050
- Over \$1 billion: \$1,250
- Associate Members: \$850
- Non-Members: \$1,700

Name: _____

Bank: _____

E-Mail: _____

Bank Location: _____ 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

***Please email form to education@ksbankers.com.**

Fax: 785-272-8392

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 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.