Advanced Brand Management for Banking Customer Experience & Performance

13 – 17 September 2027
Sharm El-Sheikh

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Training Center

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Ref: 110_111367 **Date:** 13 – 17 September 2027 **Location:** Sharm El-Sheikh **Fees:** 4100 Euro

Overview

Advanced banking brand management requires evidence that brand promises are delivered consistently across branch, digital, service, and relationship channels. This course applies brand performance management, banking customer experience, brand equity measurement, customer journey mapping, digital brand management, reputation monitoring, campaign analytics, and AI-supported sentiment analysis to operational decisions. Participants leave with practical scorecards, dashboards, audit checklists, journey maps, and a continuous brand improvement action plan. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Leaders responsible for brand performance, brand equity, and experience standards.
- Managers responsible for marketing campaigns, product marketing, and customer engagement.
- Professionals responsible for customer experience, service quality, and voice-of-customer programmes.
- Teams responsible for SME banking relationships, onboarding, retention, and growth journeys.
- Specialists responsible for digital banking, digital marketing, and online brand consistency.
- Leaders responsible for corporate communications, reputation, customer insights, analytics, and CRM.

Departments and Industries

This course serves brand, marketing, experience, insight, communication, and service functions across financial services and related sectors.

- Brand Management, Marketing, Product Marketing, and Corporate Communications
- Customer Experience, Service Quality, Customer Care, and Branch Experience
- Digital Banking, Digital Marketing, CRM, Customer Engagement, and Business Intelligence
- Retail, SME, Commercial, Corporate, and Islamic Banking
- Digital Banks, Fintech, Payments, Credit, and Financing Organisations
- Insurance, Investment, Wealth Management, and Financial Services Groups

Learning Objectives

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

- Apply advanced brand performance management across banking touchpoints.
- Build brand health dashboards covering awareness, preference, loyalty, advocacy, equity, and sentiment.
- Analyse banking and SME customer journeys, feedback, service gaps, and moments that matter.
- Evaluate campaign effectiveness, digital brand consistency, reputation, and competitor performance.
- Use AI-supported methods for sentiment classification, feedback synthesis, and anomaly detection.
- Prioritise measurable actions for continuous brand and customer experience improvement.

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Course Agenda

Day 1: Brand Performance and Equity Management

- Brand Performance Dashboard Design using Brand Health Indicator Hierarchies
- Awareness, Consideration, Preference, and Perception Tracking using a Brand Metrics Scorecard
- Brand Equity Evaluation using Customer Experience, Trust, and Consistency Evidence
- Campaign Contribution Analysis using Brand Lift and Response Indicator Mapping
- Competitive Brand Benchmarking using Peer Comparison Matrices

Day 2: Banking Customer and Brand Experience

- Customer Experience Integration using a Brand Promise-to-Delivery Alignment Map
- Brand Experience Standards Design using a Cross-Channel Service Checklist
- Branch, Digital, Contact-Centre, and Relationship-Manager Review using a Touchpoint Audit
- Experience Gap Diagnosis using Expected-versus-Delivered Service Mapping
- Trust-Critical Interaction Assessment using Moments-that-Matter Analysis

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Day 3: SME Journey Mapping and Customer Insight

- SME Customer Journey Mapping using Lifecycle Stage and Persona Templates
- Awareness-to-Growth Pathway Analysis using Journey Stage Evidence Cards
- High-Impact Moment Prioritisation using Pain-Point and Opportunity Matrices
- Structured Feedback Analysis using Survey, Complaint, and Service Data Triangulation
- Unstructured Insight Synthesis using Review, Social Conversation, and Voice-of-Customer Coding

Day 4: Digital Brand, Reputation, and AI Applications

- Digital Brand Consistency Review using Website, App, Social, and Journey Audit Checklists
- Digital Listening Design using Conversation, Theme, and Sentiment Monitoring Frameworks
- Reputation Risk Detection using Issue Escalation and Early-Warning Dashboards
- AI-Supported Sentiment Classification using Customer Feedback Taxonomies
- AI-Supported Insight Generation using Feedback Summaries, Content Evaluation, and Anomaly Flags

Day 5: Analytics and Continuous Improvement Capstone

- Integrated Brand Performance Dashboard Assembly using Metric Definitions and Decision Thresholds
- Campaign Effectiveness Review using Outcome and Experience Contribution Measures
- Loyalty, Advocacy, Retention, and Sentiment Evaluation using a Customer Scorecard
- Brand-to-Business Indicator Mapping using Evidence Linkage Matrices
- Continuous Brand Improvement Capstone using Prioritised Actions, Owners, and Review Cycles

Practical Exercises

Participants use banking cases, feedback evidence, touchpoint examples, and performance data in applied group work.

- Suggested activity: Build a brand health scorecard combining awareness, consideration, preference, loyalty, advocacy, equity, and sentiment.
- Suggested activity: Map an SME journey and diagnose gaps across onboarding, usage, support, renewal, and relationship growth.
- Suggested activity: Audit digital and physical touchpoints against defined brand experience standards.
- Suggested activity: Interpret feedback and sentiment evidence to create a continuous brand improvement action plan.

FAQs

What experience is recommended before attending?

No formal certification is required. Participants should have practical exposure to brand management, marketing, customer experience, communications, digital banking, customer research, campaign management, or related financial-services functions. Familiarity with brand metrics and customer experience concepts is recommended.

How is the course structured?

The programme runs across five days, with each day generally providing four to five hours of instruction, breaks, discussion, cases, group work, and applied activities. The complete programme provides approximately twenty to twenty-five instructional hours.

How does brand performance management differ from brand strategy?

Brand strategy defines direction, positioning, architecture, and long-term intent. Brand performance management monitors and improves delivery through brand metrics, customer perception, experience consistency, campaign effectiveness, reputation, loyalty, advocacy, digital sentiment, benchmarking, and brand health evidence.

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How is this different from other advanced brand management courses?

The course assumes participants already know brand architecture, identity systems, co-branding, governance, and strategic reputation concepts. It concentrates on what follows: measuring, monitoring, experiencing, protecting, and continuously improving a banking brand through operational evidence and applied analytics.

Conclusion

Participants return to work with a structured approach for measuring brand health, auditing customer experience, mapping SME journeys, reviewing campaigns, monitoring digital reputation, and interpreting customer feedback. They can connect brand evidence with experience and business indicators, use AI-supported analysis responsibly, and maintain a prioritised improvement plan across physical and digital banking touchpoints.