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COURSE BROCHURE

# AI in Banking Course: Operations and Customer Engagement

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Istanbul

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# AI in Banking Course: Operations and Customer Engagement

**Ref:** 114_2862 **Date:** 10 – 14 October 2027 **Location:** Istanbul **Fees:** 5500 GBP

AI in Banking is a 1-week training course on operations and customer engagement for bank operations managers, customer experience and digital banking leads, ending with one work product: a bank AI rollout plan that sequences onboarding, fraud, credit and customer engagement use cases. Customers now expect instant account opening and relevant offers, while fraud moves faster than manual review queues. Jupiter Prime Training runs this course on AI in Banking.

## Why AI in Banking Matters Now

Three forces meet in the branch, the contact centre and the app: customers who compare every bank with the slickest digital wallet, fraudsters who test new scams on thousands of accounts at once, and boards that want lower cost per account without more complaints. A bank that pairs automated identity checks, transaction scoring and conversational assistants with clear explanations wins deposits and trust; one that deploys opaque models invites unfair declines and complaint spikes. The course uses the NIST AI Risk Management Framework AI RMF for testing model behaviour and ISO/IEC 42001 for assigning ownership of each banking model.

## Who Gains Most from AI in Banking

- Operations leads who run account opening, KYC refresh and back-office queues
- Fraud operations specialists who triage alerts and block suspicious payments
- Credit operations staff who process applications and limit changes
- Customer experience leads who own contact centre and complaint journeys
- Digital banking product owners who manage the mobile app and chat channels

A retail bank that sends operations, fraud and digital product members together gains most, because each use case changes a journey all three touch.

## AI in Banking Capabilities

The outcomes cover both halves of the brief: faster, safer operations behind the counter and more relevant conversations in front of it.

- Design an automated KYC onboarding flow with document and liveness checks — the compliance officer approving new accounts
- Calibrate fraud scoring thresholds against false-positive cost — the fraud operations lead staffing alert queues
- Specify explanation and adverse-action reasons for credit models — the customer declined for a loan
- Build a banking chatbot intent map with human hand-off rules — the contact centre manager
- Test next-best-offer models for relevance and fairness — the product owner launching a campaign

- Communicate a sequenced rollout plan to executive sponsors — the operations director funding it

## Key AI in Banking Terms

- eKYC — remote customer identification using document scanning, facial matching and data checks instead of a branch visit.
- Transaction fraud scoring — a model assigning each payment a risk score that decides whether it passes, is held or is blocked.
- False-positive rate — the share of genuine customers or payments wrongly flagged, driving friction and review cost.
- Adverse-action reason — a plain explanation given to an applicant of the main factors behind a credit decline.
- Next-best-offer — a model recommending the product or message most relevant to a customer at a given moment.
- Human hand-off — the point where a chatbot passes a conversation to a staff member with full context.

## AI in Banking Day by Day

## Day 1: Banking Journeys and Where AI Fits

- Customer Journey Mapping from Onboarding to Servicing — Friction Points
- Back-Office Queue Analysis — Volumes, Handling Times and Rework
- Banking Data Sources and Consent — Core System, Card and App Events
- Use-Case Prioritisation Matrix for Retail and SME Banking — Value and Feasibility
- Model Inventory and Ownership Under ISO/IEC 42001 — Accountability Lines

## Day 2: Onboarding and Fraud Operations

- eKYC Document Scanning and Liveness Checks — Account Opening Speed
- Periodic KYC Refresh Automation — Reducing Expired Customer Files
- Transaction Fraud Scoring and Rules Blend — Hold or Release Decisions
- False-Positive Cost Modelling — Alert Queue Staffing
- Mule Account and Scam Pattern Detection — Payment Network Protection

## Day 3: Credit Decisions and Explainability

- Machine Learning Credit Scorecards for Thin-File Applicants — Approval Reach
- Adverse-Action Reasons and Explanation Methods — Customer Communication
- Fairness Testing Across Customer Segments — Equal Treatment
- NIST AI RMF Measure Function — Model Performance and Drift Checks
- Model Risk Documentation and Validation Packs — Second-Line Review

## Day 4: Customer Engagement and Personalisation

- Banking Chatbot Intent Mapping — Balance, Card and Dispute Requests
- Human Hand-Off and Complaint Escalation Rules — Contact Centre Load
- Next-Best-Offer Models for Savings and Cards — Campaign Relevance
- Churn Prediction and Retention Triggers — Deposit Stability
- Generative Assistants for Relationship Managers — Meeting Preparation

## Day 5: Practising the Bank AI Rollout Plan

- Applying the eKYC Flow to an SME Account Opening Case — Approval Time
- Applying Fraud Threshold Calibration to a Card Portfolio — Queue Size
- Applying Chatbot Hand-Off Rules to an Islamic Banking App — Service Quality
- Rollout Sequencing and Success Measures — Executive Sponsor Briefing
- Bank AI Rollout Plan — Operations and Engagement Use Cases in Order

## Applying AI in Banking After the Course

- Measure the false-positive rate of one fraud rule set for a month and propose a revised threshold.
- Review the top twenty chatbot intents and rewrite the hand-off rule for the three with most complaints.

## AI in Banking Questions FAQ

### What is AI in Banking and why does it matter now?

AI in Banking is the use of machine learning and conversational tools across onboarding, fraud, credit and customer engagement. It matters now because customers expect instant, relevant service and fraud moves faster than manual queues.

### Which roles gain most from AI in Banking?

Operations leads, fraud specialists, credit operations staff and digital banking product owners gain most. Each runs a journey where automated decisions now affect customers directly.

### How does AI in Banking differ from a fintech strategy course?

It stays inside a bank's day-to-day journeys rather than new business models. The one week cover onboarding, fraud queues, credit explanations and chat channels, with model risk handled at each step.

### What do you bring back from AI in Banking?

You bring back a sequenced rollout plan covering onboarding, fraud, credit and engagement use cases, with thresholds, hand-off rules and success measures your sponsors can approve.

## AI in Banking: The Way Forward

The bank AI rollout plan is ready for sponsors. Its first decision is which journey, onboarding or fraud, receives automation first, and the operations director takes it to the executive committee with digital banking leads. After the first quarter, revisit the false-positive and hand-off figures: they show whether customers feel faster service or new friction.