

## CUSTOMER SERVICE REPRESENTATIVE

Customer Service Representative is the front line sales and service member of the branch who is responsible to serve existing customers, attract and acquire potential customers towards the Bank's products, in addition, to cross-sell and upselling a range of consumer finance and accounts. Like a relationship manager, a CSR is also responsible handle/resolve customers' enquiries and complaints, carry out the customers activities, ensure optimum quality communications and services rendered to customers in a high professional and effective manner, in order to achieve customers' maximum satisfaction.

### Training objectives

- Identify customer service standards
- Identify Customer's needs, and discover what it takes to meet those needs in a fast-paced retail environment
- Increase sales and customer services skills
- Increase knowledge and ability with customer satisfaction
- Manage client relationships

Learn the initials of Customer Service in the Retail Banking environment

Turn challenges to opportunities.

Become a

**CUSTOMER SERVICE  
REPRESENTATIVE**



## DIGITAL AMBASSADOR

Digital ambassadors play a pivotal role in staff and client education on digital channels capability via the bank's branches and channels. The key responsibilities are to setup in branch increases digital channel awareness across branch staff, meets and greets walk-in-clients to serve them through the bank's digital services, and market for the digital migration and transformation through events, roadshows, and onsite sessions.

### Training objectives

- Promote the Banks digital services through all marketing channels
- Support the Bank's digital community events, roadshows, and social media
- Educate walk-in customers towards utilizing the Bank's Digital Channels
- Increase knowledge and ability with customer satisfaction
- Manage client transformation to digital

Learn the initials of Digital Transformation and FinTech solutions

Lead the team. Become a  
**DIGITAL AMBASSADOR**



## JAZEEL DIGITAL AGENT

A Jazeel Digital Agent is a key member of the customer digital experience, whereby, they receive video calls to verify the required the customers, their required documents, and check prior to opening an accounts. Just like a customer service representative, agents also serve inquiries, solve problems, educate, and offer customers with the available services and products through Jazeels' App.

### Training objectives

- Account opening via a video call
- Identify Customer's needs, and discover what it takes to meet those needs through the banks FinTech solution
- Increase sales and customer services skills
- Increase knowledge and ability with customer satisfaction
- Manage client relationships

Learn the initials of a unique digital banking experience

Future is already here. Be a  
**JAZEEL DIGITAL AGENT**



## SALES ASSOCIATE

A Sales Associate is a key point of contact between the Bank and clients, which includes existing & potential customers. From offering new product, cross-selling, upselling and supporting customers inquires, to maintaining a steady relationships with clients. In addition, regular communication with clients and sales visits to governmental and private organizations.

### Training objectives

- Providing KFHB customers with the required support and clarification
- Acquiring new customers
- Sales outbound calls and site visits
- Targeting different customers segments
- Manage client relationships

Learn the initials of Sales skillset and strategies

Close the deal. Become a  
**SALES ASSOCIATE**

