

MUNGO DUNNETT ASSOCIATES

RETAIL BANKING MASTERCLASS

“How to take your retail banking activities to a higher level”

A one-day masterclass, free of charge, to mark
the launch of Mungo Dunnett Associates in the Arabian Gulf

DUBAI, 11 JUNE 2008

About Mungo Dunnett Associates

Mungo Dunnett Associates is the main consulting firm working in the retail banking market in Great Britain. We have a team of 32 people based in Oxford, and we have worked in recent years with all the major UK banks including Barclays, HSBC, Royal Bank of Scotland and LloydsTSB, as well as numerous smaller organisations. We also work in the United States and Central Europe, and we are now starting to work in the Arabian Gulf also.

We specialise in small and cost effective projects that provide help in exactly the areas where banks need it. We are used by banks who prefer us to the big international consulting firms because we are quicker, less expensive, and easier to do business with. Because we work with so many banking organisations of different sizes, we know exactly the activities and changes that quickly make the biggest difference. This is why we are seen not as consultants, but as expert practitioners.

We run a regular series of Masterclasses in London, attended by all the major UK banks, describing the key issues in

retail banking and our experience of best practice in the banking market. The purpose of our Masterclasses is to pass on our knowledge, across a range of topics including sales, marketing, strategy, IT and operational efficiency.

Our work in the GCC States

We are now active in the Gulf region and have recently worked with two banks to manage a major project and build a management information system. We believe that our approach, our expert knowledge about what makes a difference to banks, and the way that we work, will be of real value to banks in the Gulf, and we look forward to doing business with many more organisations in future years.

Free Masterclass

To mark the formal launch of Mungo Dunnett Associates in the GCC region, our Chairman is hosting this one-day masterclass session in Dubai in June, to which retail banks are cordially invited as guests.



RETAIL BANKING MASTERCLASS

“How to take your retail banking activities to a higher level”

Dubai Chamber of Commerce & Industry

Wednesday 11 June 10.30am–3.30pm

The masterclass will be given by Mungo Dunnett (above), Chairman of Mungo Dunnett Associates and one of the best-known financial services consultants in the UK.

The session will comprise a combination of:

- Presentation
- Discussion
- Case studies

Based on our extensive knowledge of the retail banking market, both in the UK and in other countries around the world, the masterclass will consider the issues a Bank needs to consider when establishing a retail and consumer banking function, and when taking an existing retail bank to a higher level of performance.

It will discuss practical issues, referring to numerous case studies of successful and unsuccessful retail banking ventures. In particular, the session will consider:

- The major pitfalls: the areas where retail banks often struggle to make real improvements
- The key ways in which retail banks can differentiate themselves from their competitors
- The most effective way to make progress in retail banking activities
- Key lessons in Sales, Marketing, MI and Operations

The topics covered include:

- Segmentation and customer propositions: the start point for successful retail banking
- Product development and rationalisation: ensuring customers see the proposition clearly, while avoiding over-engineering
- Marketing communications and customer contact strategy, while eliminating wasteful communications
- Improving sales management and structures
- Improving sales in retail branches: focusing on sales outcomes, and the importance of service opportunities
- Building a robust foundation of management information: profitability and propensity analysis
- How to build a basic CRM functionality without major expense
- Creating a robust process structure: how to create the correct capacity levels, and a robust set of process controls
- Moving away from firefighting towards full operational control of the banking activities

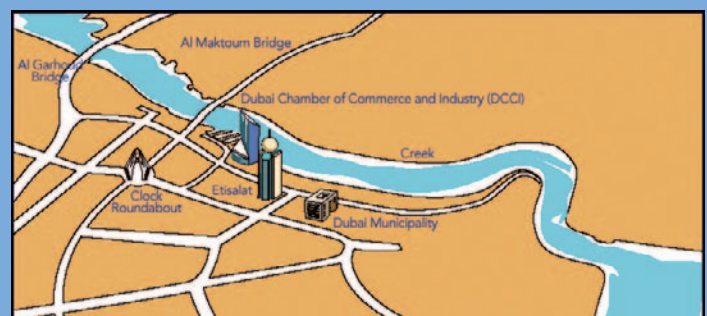
Mungo Dunnett will be happy to answer detailed questions in all of these areas, plus any other issues related to the improvement of Retail Banking performance.

Location

The masterclass will take place at the Dubai Chamber of Commerce & Industry, on Dubai Creek.

Booking procedure

Delegate spaces are free of charge, but are limited to 2 persons per organisation. Delegate places for this one-day session can be booked by contacting Mungo Dunnett Associates at info@md-as.com



Dubai Chamber of Commerce & Industry
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