

FOR BANKS, INSURERS AND DIGITAL DISTRIBUTION TEAMS

Digital Bancassurance

**DIGITAL
DATA
DISTRIBUTION****3-DAY COURSE**

Connect journeys. Use data intelligently. Build digital distribution that works.

CLASSROOM | ONLINE | BLENDED

Build digitally enabled bancassurance capability.

A practical course on how banks and insurers can use digital technology across customer journeys, channels, leads, analytics and omnichannel distribution. It focuses on the operating disciplines required to turn digital opportunity into better customer experience and commercial performance.

WHAT PARTICIPANTS WILL COVER

Customer journey & experience

Map and improve the end-to-end customer journey across acquisition, sale, service and retention.

Omnichannel distribution

Coordinate branch, telephony, digital, partner and embedded channels around a consistent customer experience.

Data, leads, analytics & AI

Use data, lead management, analytics and AI more effectively to improve targeting, conversion and personalisation.

Operating model & measurement

Align people, processes, technology and management reporting to support practical digital delivery.

Practical learning with optional tools and take-away resources.

Applied digital learning

Built around real distribution environments, customer journeys, measurement frameworks and actionable examples.

Optional AI-enabled support tools

Optional access to AI-based journey, analytics, reporting and digital strategy support tools to apply learning in practice.

Downloads & support documents

Comprehensive downloadable guides, templates, checklists and support documents for ongoing workplace use.



Let's discuss your digital bancassurance learning priorities.

The course can be tailored to your channels, customer journeys, data environment and priorities.

Start a conversation ->admin@shoreline-asia.com