

Cards Delivery

Lecture description:

As usage of internet becomes mainstream, banks are thinking of ways of shifting non-revenue generating transactions to digital. One such transaction is picking up cards from branches. In Western countries, this is rarely done in branches, however Romania is not there yet. More specifically, clients expect ca. 10 minutes in queues and additional ca. 10 minutes with teller/advisor to pick up card.

During this class we will investigate options to deliver cards without having tellers/advisors doing the paper work. To make it more real, we will go into the shoes of a consultant asked to propose options for cards delivery, by looking at best practices on the local and international markets. Moreover, we will discuss risks and mitigating actions and build business cases evaluating what makes more financial sense for two possible options.

Course information

Lecturer: Miriam Serban (A.T. Kearney) with support from Elisa Costea (A.T. Kearney)

Prerequisites:

You will need to be familiar with the card picking up process, either from own experience, friends or family. In order to be able to contribute, you should investigate practices of banks as well as using your imagination to come up with out of the box ideas.

Notes:

This course is interactive, students will be required to participate in practical exercises, and participate actively in the discussions during the class.

Specific instructions regarding preparation for this course will be provided in advance and students will be expected to prepare before class.

Please prepare in advance, bring your ideas to the table, and remember that we can only make this course effective if you are truly interested and engaged in it.

Bibliography:

Materials to be shared one week prior to course by A.T. Kearney