



**THE OUTSIDER'S  
PERSPECTIVE**

LONDON

Join the Exclusive New Webinar

**CX, BANKING & THE FUTURE:  
INSIGHTS FOR INNOVATION**



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## HELLO!

Kuwait Institute of Banking Studies and The Outsider's Perspective are thrilled to present an exclusive opportunity that promises to inspire innovation of banking strategies in Kuwait. This interactive webinar, *"CX, Banking & the Future: Insights for Innovation"*, is a comprehensive yet brief session designed to equip banking professionals with transformative insights in approaches to customer experience.

## TOPIC OVERVIEW AND KEY DISCUSSION POINTS

Along with examples, definitions, insights, tips and Q&A, we will focus on these three areas:

1. **Harnessing AI for Exceptional CX:** Ways to implement strategies for heightened customer experiences and when to implement them.
2. **Cutting-Edge CX Strategies:** How to stay at the forefront of CX innovation in the competitive banking landscape.
3. **Tailored Solutions for Revenue Maximisation:** Personalised approaches to drive profits through enhanced customer experiences.

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## 3 KEY LEARNING OBJECTIVES AND OUTCOMES

1. **Understand** AI's pivotal role in reshaping banking customer experiences.
2. **Gain** insights into innovative strategies that maintain a competitive edge.
3. **Learn** to tailor solutions to drive revenue through effective customer interactions.