

Training

Training is an important part of any successful bank's strategy. Training improves the effectiveness of your bank's employees, thereby improving customer service and sales efforts.

In the simulation, you will enter the retail banking training budget for:

- Sales training
- Services training
- Compliance training
- Financial advisor training

Increasing ***sales training*** helps your branch staff, call center representatives and other retail banking employees

improve their sales skills, leading to more new customers. In the simulation, the "norm" for sales training is \$400 per employee. If you spend more than this, the sales skills of your staff will improve, leading to more new customers. If you spend less than \$400 per employee, your staff's sales skills are considered less effective, and the number of new customers you receive will fall.


Sales Training	Staff Sales Skills	New Customers	Training Costs
↗	↗	↗	↗
As you increase your Sales Training budget...	...your staff's sales skills will improve...	...leading to more new customers...	...but higher training costs

Increasing ***services training*** improves your customer service. In the simulation, the "norm" for services training is \$1,000 per employee. If you spend more than this, the customer service skills of your staff will improve, leading to higher customer retention. If you spend less than \$1,000 per employee, your staff's service skills are considered less effective, and your customer retention rates will drop.

Services Training	Staff Service Skills	Customer Retention	Training Costs
↗	↗	↗	↗
As you increase your Services Training budget...	...your staff's service skills will improve...	...leading to higher customer retention...	...but higher training costs

For compliance training, your bank is expected to spend \$600 per employee. If you spend less than this, you may receive a "warning" from regulators to improve your compliance training. ***If your compliance training is found to be significantly below expected levels,***

Compliance Training	Regulatory Risk	Training Costs
↗	↘	↗
As you increase your Compliance Training budget...	...your risk of regulatory noncompliance drops...	...but your training costs increase



your bank may be fined. At the same time, there is no positive benefit to overspending on compliance training.

Increasing ***financial advisor training*** helps your financial advisors improve their investing and client relationship skills, leading to more new clients and higher retention rates in Investment Management. In the simulation, the “norm” for financial advisor training is \$1,100 per advisor. If you spend more than this, sales and retention rates in Investment Management will improve. If you spend less than this, sales and retention rates in Investment Management will improve.