AI in Banking: Enhancing Operations & Customer Engagement

16 – 20 August 2027
Malaga (Spain)



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Why This Course

Artificial intelligence is rapidly reshaping the banking industry by changing how institutions assess risk, detect fraud, serve customers, and improve operational performance. Banks are under increasing pressure to deliver faster, more personalized services while maintaining strong compliance, controlling costs, and managing growing volumes of data. In this environment, AI is no longer a future option. It is becoming a core capability for innovation, resilience, and competitive advantage.

This 1-week course explores the transformative potential of AI in banking, focusing on operational efficiency and customer engagement. Participants will learn how to implement AI solutions for risk management, fraud detection, personalized services, and process automation. The course combines theoretical knowledge with practical applications to equip banking professionals with the skills needed to drive innovation and competitive advantage.

What You'll Learn and Practice

By joining this program, you will:

- Understand core AI concepts and their applications in banking.
- Implement AI-driven solutions for risk assessment and fraud detection.
- Develop strategies for enhancing customer experience using AI.
- Learn to automate banking processes and improve operational efficiency.
- Explore ethical considerations and regulatory compliance in AI adoption.

The Program Flow

Day 1: Introduction to AI in Banking

- Overview of AI and machine learning in financial services.
- Current AI trends and use cases in banking.
- AI adoption challenges and opportunities.
- Building an AI-ready organization.



Day 2: AI for Risk Management and Compliance

- AI-powered credit scoring and risk assessment.
- Fraud detection and prevention using machine learning.
- AML and KYC process automation.
- Regulatory compliance and AI governance.

Day 3: Enhancing Customer Experience with AI

- Personalization and customer segmentation.
- AI-driven chatbots and virtual assistants.
- Predictive analytics for customer behavior.
- Omnichannel experience optimization.

Day 4: Operational Efficiency and Process Automation

- Robotic process automation in banking operations.
- AI for back-office optimization.
- Intelligent document processing and data extraction.
- Predictive maintenance for banking infrastructure.

Day 5: Future of AI in Banking and Implementation Strategies

- Emerging AI technologies in finance such as blockchain and IoT.
- Ethical considerations and responsible AI.
- AI implementation roadmap and best practices.
- Measuring ROI and performance of AI initiatives.

Individual Impact

- Strengthen your understanding of how AI can be applied across banking functions.
- Enhance your ability to identify practical AI opportunities in risk, compliance, customer service, and operations.
- Build stronger confidence in evaluating AI use cases and supporting implementation decisions.
- Gain practical insight into balancing innovation with governance, ethics, and regulatory expectations.

Work Impact

- Improve the bank's ability to use AI to enhance efficiency and decision-making.
- Strengthen fraud prevention, compliance automation, and risk management practices.
- Support better customer engagement through more personalized and responsive banking services.
- Enhance organizational readiness for AI adoption through clearer strategy and implementation planning.



Training Methodology

This program integrates banking knowledge, AI concepts, and practical application to ensure real-world relevance and immediate business value. Learning methods include:

- Real-world case studies on AI use in banking operations and customer engagement.
- Practical exercises in identifying automation and AI opportunities.
- Interactive workshops on risk management, fraud detection, and customer experience design.
- Group discussions on ethics, regulation, and AI implementation challenges.
- Frameworks and tools for applying AI strategies effectively in banking environments.

Beyond the Course

Upon completion, participants will be better equipped to approach AI adoption in banking with greater confidence, strategic awareness, and practical understanding. They will return ready to:

- Develop stronger AI strategies aligned with banking priorities.
- Identify high-impact use cases for operational improvement and customer engagement.
- Support more effective AI implementation across risk, compliance, and service functions.
- Contribute to a more innovative, efficient, and future-ready banking environment.

