

Service Excellence & Business Growth

Turn customer service into strategic business advantage

THE GAP

Every bank has a service standard written down somewhere. Most have mystery shopping scores, NPS targets, and complaint resolution processes. But the gap between what is written and what customers experience at the branch level is wide and persistent. The problem is not awareness. Branch managers know service matters. The problem is execution: staff interact with customers without understanding what each touchpoint communicates, conflict is handled poorly because emotional intelligence was never developed, service tools like NPS and call audits generate data that nobody uses to change behavior, and managers lack a structured way to build a service culture on the floor every day. The link between good service and business growth is never made explicit.

THE SHIFT

- From service as attitude to service as a daily management discipline
- From collecting NPS data to using it to change behaviour on the floor
- From service as a soft metric to service as a driver of repeat business, referrals, and share of wallet

WHAT'S INSIDE

- Service and service excellence definitions, customer expectations, FTC principles
- Professional image, emotional intelligence, conflict resolution, call handling
- NPS, mystery shopping, call audits, and quality management
- Aligning people, product, and process: FOBO, morning huddles, WIGs
- ETB engagement, NTB attraction, repeat and referral strategies

WHAT YOU WALK AWAY WITH

- Understand how service quality drives customer perception and loyalty
- Measure and manage service performance using NPS and quality tools
- Convert service excellence into measurable business revenue
- Build a customer-centric branch culture

WHO IT'S FOR

- Service Quality Managers
- Branch Managers
- Operations Managers



Salman brings 30 years of Retail and Consumer Banking experience, having held senior leadership roles across Pakistan and Asia Pacific. His career spans ABN AMRO, RBS, NIB, and Citibank, where he built expertise in banking operations, customer experience, and business growth. As CEO of Green Peak, he helps financial institutions drive sustainable growth, operational excellence, and transformation.



Shabnam Minhas brings 25+ years of banking leadership building inclusive teams across ABN Amro, RBS, Faysal Bank, and Citi Bank. An MBA Gold Medalist from IBA and founder of VisionHer, she advocates for women's advancement in leadership and conducts programs on building high-performing diverse teams.