

3rd Annual

Retail Deposit Design and Optimisation

Innovate product development and holistic pricing methodologies in a challenging interest rate environment

London, UK

18th – 20th May 2015

 Conference Workshop on 20th May 2015

Branching into a world of online deposits: Appraising the role of retail branches



In a **low interest rate** environment, retail deposits will only remain profitable through effective **pricing** and **innovation**

Attending this Premier **marcus evans** Conference will Enable You to

- **Discover** how your peers are adapting deposit pricing methods to reflect the low interest rate environment
- **Implement** the innovations and strategies necessary to build your deposit base
- **Hear** about what market participants are offering with regards to more exotic deposit products
- **Discern** the benefits of methods such as transfer pricing for pricing deposits relative to their funding benefits
- **Learn** what the practical ramifications of regulations such as Basel III and the various ringfencing initiatives will be for deposits

Expert Speaker Panel

Alex Fyfe

Head of Regulatory Reporting, EMEA, Asset Liability and Capital Management
HSBC

Mark Kandborg

Executive Director, ALM
Nordea

Sam Steer

Vice-President, Treasury Strategy
Deutsche Bank

Andreas Blochlinger

Head of ALM
Zurcher Kantonalbank

Hana Dzmuranova

ALM
Ceska Sporitelna

Lax Sheshan

Head of Retail Banking
State Bank of India

Jakub Malach

Director, Liabilities
Raiffeisen International

David McCall

Head of Transactional Banking, Global Trade and Investments
Nedbank

Rafi Kassem

Head of Branches and Distribution Channels
Commercial International Bank

Christoffer Mollenbach

Head of Treasury
Danske Bank

James Blower

Head of Savings
Harrods Bank

Aaditya Rathod

Head of Retail Banking
Axis Bank

David Riddell

Director of Banking Solutions EMEA, Earnix
Earnix

TBD

Novantas

Damian Young

Director of Banking
Nomis Solutions

Dr. Robert Phillips

Visiting Scholar Stanford Business School and Nomis Solutions Chief Science Officer
Nomis Solutions

Learn from Key Practical Case Studies

- **Raiffeisen** look at how to leverage deposits in order to build customer portfolios
- **Nedbank** discuss their profitable equity based products
- **Danske Bank** offer an appraisal of the current macroeconomic environment in which deposits are operating
- **Nordea** evaluate the interactions between the NSFR and other regulations
- **HSBC** consider the practical challenges of the LCR and the consequences for retail deposits

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NOVANTAS

 **marcusevans** conferences

08.45 Registration and Coffee

09.00 Opening Address from the Chair

DETERMINING THE OPTIMUM PRICE FOR RETAIL DEPOSITS IN A LOW INTEREST RATE ENVIRONMENT

09.15 **Case Study**

Leveraging deposits to build customer portfolios and using pricing tactics to make it profitable

- Leveraging deposits to support main bank relationships acquisition and retention
- Developing pricing tactics based on different price sensitivities to grow margins
- Effective implementation of customised pricing and margin averaging

Jakub Malach
Director, Liabilities
[Raiffeisen International](#)

10.00 **Transforming the deposit model through relationship pricing**

- TBD

David Riddell
Director of Banking Solutions EMEA, Earnix
[Earnix](#)



BUSINESS CARD EXCHANGE

10.45 *An early opportunity in the conference to meet all other conference attendees by systematically moving around the room. Make use of the opportunity to learn about companies, projects and backgrounds of other attendees and swap business cards in an informal environment.*

11.00 **Refreshme**



PANEL DISCUSSION

11.15 **Combine customised pricing exemptions and single point pricing to promote deposit products in an unattractive interest rate environment**

- Achieving targets through affective use of basic pricing, while growing profits through customised pricing
- Conquering the difficulties of using two different pricing methods in conjunction with each other
- Bolstering benchmarking techniques in order to maximise pricing efficiency
- Erring on the side of caution: Remaining vigilant to the ever changing needs of the customer

Jakub Malach
Director, Liabilities
[Raiffeisen International](#)

Lax Sheshan
Head of Retail Banking
[State Bank of India](#)

Business Development Opportunities

Does your company have services, solutions or technologies that the conference delegates would benefit from knowing about? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Athul George, Sponsorship Manager, [marcus evans](#) London
Tel.: +44 (0) 203 002 3172, Fax: +44 (0) 203 002 3484
Email: AthulG@marcusevansuk.com

12.00 **Utilising front office expertise in order to develop the best FTP curve**

- Reviewing conceptual challenges for creating FTP curves: What difficulties still need to be overcome?
- Calculating the value of having separate FTP curves for particular retail branches
- Integrating specific feedback from the front office when creating your FTP curve
- Understanding regulatory guidelines for implementing several FTP curves

Sam Steer
Vice-President, Treasury Strategy
[Deutsche Bank](#)

12.45 Lunch

INNOVATING PORTFOLIO MANAGEMENT IN ORDER TO ENSURE DURABILITY THROUGH A CHALLENGING INTEREST RATE ENVIRONMENT

14.15 **Case Study**

Implementing effective marketing campaigns in order to promote existing and new product lines

- How to employ direct marketing techniques: Using advertising to promote new product lines with attractive pricing
- Highlighting the importance of branding when reaffirming sustainability of new and old product lines
- The importance of re-marketing existing products in order to bolster profits in markets that have seen very little growth
- Using data analytics in order to tailor marketing campaigns for disparate audiences: Effective use of segmented campaigns

James Blower
Head of Savings
[Harrods Bank](#)

15.00 **Refreshme**

15.30 **Case Study**
Case study by Novantas Inc.

TBD
[Novantas Inc.](#)

16.15 **Case Study**

Taking a proactive approach to customer service to improve profits and stability

- Launching personal customer service on a mass-scale: Calling when an application is received
- Implementing reward cards and other benefits to attract customers to savings accounts
- Weighing up the cost of branches versus online banking? What do the customers prefer and what is before for the business?

Aaditya Rathod
Head of Retail Banking
[Axis Bank](#)



PANEL DISCUSSION

17.00 **Regulatory execution, implementation and impact on treasury, risk and product development**

- Diversifying deposit portfolios in order to remain compliant
- Understanding how ring-fencing and the bank separation act will impact on funding
- A holistic view of Basel III and the consequences for the future of retail deposits

Christoffer Mollenbach
Head of Treasury
[Danske Bank](#)

17.45 Closing Comments from Chair and End of Day One

08.45 Registration and Coffee

09.00 Opening Address from the Chair

EVOLVING PRODUCTS WITH LESS CONTRACTUAL TERMS AND MORE EXOTIC FEATURES THAT RESPOND TO LOW INTEREST RATES

09.15 **Case Study**

Improving stickiness of savings accounts to combat an increase of looser contractual term deposits

- Attracting customers to savings accounts when competition from high interest rate non-contractual term accounts, is becoming more available
- Regulatory guidelines for non-contractual term accounts and incorporating the expertise of the treasury
- Riding the storm: Forecasting the role of savings accounts in the future of retail deposits

Rafi Kassem

Head of Branches and Distribution Channels
Commercial International Bank

10.00 **Equity based products: Seeking alternatives to traditional deposit products in order to grow portfolios and profits**

- Understanding your market: Using data analytics to optimise regional offerings
- Enhancing equity based products with existing platforms and experience
- Who has been providing equity based products? How have they fared?
- Being mindful of the regulatory and public ramifications should exotic offerings lose customers money: The Lloyds example

David McCall

Head of Transactional Banking, Global Trade and Investments
Nedbank

10.45 **Refreshme**

ALM METHODOLOGY FOR RETAIL DEPOSITS IN A LOW INTEREST RATE ENVIRONMENT: THE VALUE OF FUNDING AND INTEREST RATE RISK

PANEL DISCUSSION

11.15 **A survey of the macroeconomic environment in which retail deposits are operating**

- How will falling interest rates in the Eurozone affect product development in the region?
- Can banks in the UK expect a positive outcome in 2015 where interest rates are set to rise? What would be the impact for banks domiciled outside of the UK?
- Are negative interest rates a reality? Looking beyond Europe into Africa, Asia and the US for potential ramifications

Christoffer Mollenbach

Head of Treasury
Danske Bank

12.00 **Funding at any cost: Should banks be prepared to take losses in order to preserve liquidity?**

- Quantifying the value of retail deposits for the treasury: A source of funding and a gateway into other markets
- Calculating the cost of paying too much for your retail deposits: What happens if interest rates continue to fall?
- At what point do you pass losses onto the customer? Evaluating the risk of damaging relations with clients

Hana Dzmuranova

ALM
Ceska Sporitelna

12.45 Lunch

14.15 **Case Study**

Using intelligent appraisals of interest rate behaviours to strategically inform product design and selection

- How is interest rate risk calculated by separate institutions? What variables are considered and how are they reviewed?
- Tackling systemic interest rate risk through selective product design and selection
- Generating products that are sensitive to interest rate change
- What other contingencies are banks putting in place to mitigate interest rate risk?

Andreas Blochlinger

Head of ALM
Zurcher Kantonbank

ADAPTING BUSINESS PRACTICES THE IMPACT OF BASEL III ON THE RETAIL DEPOSIT PRODUCTS MARKET

15.00 **Case Study**

Practical challenges of the LCR and the result on retail deposit products

- An epilogue to the conceptual challenges of the LCR
- Implementing 30 day notice products: Current challenges and successes
- LCR impact on deposit performance and growth

Alex Fyfe

Head of Regulatory Reporting, EMEA, Asset Liability and Capital Management
HSBC

15.45 **Refreshme**

16.15 **An assessment of the interactions between the NSFR and other regulations**

- Should the NSFR and LCR be implemented in tandem?
- How do the NSFR's guidelines on retail deposit stickiness impact on treasury policy?
- Fighting cross-over between the NSFR and MREL
- Designing 6 and 12 month deposits in order to remain NSFR compliant

Mark Kandborg

Executive Director, ALM
Nordea

17.00 Closing Comments from Chair and End of Day Two



Interactive Conference Workshop

20th May 2015

08.45 Registration and Coffee

09.00 Opening Address from the Chair

This workshop will enable participants to discover the true value of retail branches in light of increased costs and the growth of online-only savings providers

09.15 **Working on profit margins: Evaluating the cost of retail branches to the business**

- How have costs changed for running a retail branch?
- Should new and increased costs be passed on to the customer?
- Quantifying the value of a branch for marketing the brand
- Using the branch as a tool for innovating new customer service initiatives
- Finding profit outside of the costing: Providing access points for customers

10.45 **Refreshme**

11.15 **Quantifying the threat of online only savings providers to conventional banking**

- Reviewing the growth of online-only savings providers
- A summary of the expenses involved in online-only access points: How does this compare to retail branches?
- Creating a virtual world of customer service: What can be done to replace customer experience at branches?
- A future online world: To what extent will online access points replace existing retail branches?

12.45 Closing Remarks from the Workshop Leader

12.45 Lunch

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ROUNDTABLES

14.15 **Portfolio management innovations**

Each practical round table lasts 40 minutes throughout the afternoon, as delegates are able to discuss pricing deposit methodologies and sensitivity and visit all round table for a comprehensive view with their peers.

Table One

Brand marketing

Table Two

Data analytics to support marketing, customer service and channel selection

Table Three

New applications handling

16.00 End of the Interactive Workshop Day

Who Should Attend

From all Saving Institutions:

Heads of:

- Deposits
- Savings
- Retail Banking
- ALM

marcus evans language training

marcus evans linguarama offers effective training in language, communication and culture for business and professional people. With more than 30 years' experience and over 20 centres in Europe, we are one of Europe's largest business language and communication training organisations. Each year **marcus evans** linguarama trains people from over 60 countries worldwide and provides over 1,000 companies and organisations with total training solutions where our courses are focused entirely on the needs of the individual participant or group and have practical relevance to business and professional life.

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marcus evans congresses bring together the leading vendors and decision makers from a wide range of services and industries. Each event provides an opportunity for key suppliers to exhibit and demonstrate their products to the region's key professionals. In addition to the exhibition format the event's educational conference is attended only by delegates who are pre-qualified, in most cases to a minimum spend of US\$5 million and many with budgets in excess of \$50 million.