Al Salam Bank Launches Retail Academy Program for Employees

Manama, Bahrain – 18 September 2023: Al Salam Bank announced the launch of the second edition of its Retail Academy on 7 September 2023, at the Knowlege Center located at the Bank's headquarters. The Academy is designed to equip employees with the essential skills and knowledge required to deliver exceptional client service across all facets of retail banking.

Over the course of five months, Al Salam Bank will partner with the Bahrain Institute of Banking and Finance (BIBF), as well as Asas Training and Roaa for Training & Consulting, to conduct a comprehensive series of training sessions encompassing a wide spectrum of topics pertinent to retail banking. These training modules cover identifying the features of banking services and products, evaluating their alignment with individual clients needs, establishing and maintaining robust client relationships while adhering to the guidelines set forth by the Central Bank of Bahrain and governance laws, and offering financial guidance to clients in accordance with these requirements.

Commenting on the occasion, Ms. Muna Al Balooshi, Head of Human Resources and Administration at Al Salam Bank, said: "Al Salam Bank has always accorded the highest priority to the training and development of its workforce. As such, we have launched this training program with a specific focus on retail banking, recognizing its importance in the market. We aspire to incorporate additional topics in future editions of the Academy. In line with our ongoing commitment to professional development and the pursuit of client service excellence, employees who successfully complete the program will also receive certified accreditation."

The Retail Academy will serve as a guiding principle for employees, equipping them to provide financial consultations to clients, enabling them to achieve their financial goals while delivering personalized services. The program will also reveal the latest digital banking tools and technologies aimed at enhancing the convenience and security of clients' banking experience. Additionally, it will enrich employees' understanding of the importance of adhering to legal and ethical standards while ensuring compliance with retail banking regulations.

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