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Digital Customer Engagement and Advisory

with Foundational AI (Banking Focus)

FA-0527

Agentic & Generative AI · Data & Analytics

Introduction

Banks and financial institutions are rapidly shifting toward digital-first customer engagement models, yet they must operate under strict regulatory, audit, and risk constraints. This course equips professionals to design and deliver secure digital advisory journeys using **Microsoft Teams, SharePoint, and Microsoft 365 collaboration tools**, while responsibly incorporating **foundational AI capabilities through chat-based tools**. The program emphasizes customer engagement, advisory playbooks, and journey mapping—grounded in **risk, compliance, and audit expectations specific to the banking sector**. Delivered by an instructor with **over 30 years of industry experience**, the course focuses on how digital advisory actually works in regulated environments, not theoretical CX models.

Learning outcomes

By the end of this 6-day program, learners will be able to:

- Design secure digital customer engagement models using Teams and SharePoint
- Configure collaboration spaces with external access and secure sharing controls
- Develop structured digital advisory playbooks from discovery to review
- Map CX journeys, moments that matter, and digital touchpoints
- Use AI chat tools responsibly for drafting, summarization, and Q&A
- Apply foundational AI risk, compliance, and audit principles in banking
- Align digital engagement practices with regulatory and data governance expectations
- Deliver a compliant, end-to-end digital advisory engagement as a capstone project

Prerequisites

Participants should have:

- Familiarity with banking or financial services environments
- Working knowledge of Microsoft Teams, SharePoint, and Office tools
- Basic understanding of customer engagement or advisory processes
- Awareness of regulatory concepts such as data privacy, audit, and risk management

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Training outline

1. Digital Customer Engagement in Banking

- Evolution of customer engagement in regulated financial institutions
- Digital-first advisory models vs traditional relationship banking
- Trust, transparency, and compliance as design constraints
- Role of Microsoft 365 in secure customer collaboration
- Boundaries of AI usage in regulated environments

2. Customer Collaboration Spaces Using Microsoft Teams

- Designing customer-facing Teams collaboration spaces
- Channel structures for advisory engagements

  External access configuration
  - Guest access policies
  - Identity and access management considerations
- Secure communication patterns for banking customers
- Managing conversations, files, and meeting artifacts for audit readiness

3. Secure Sharing & Document Management with SharePoint

- Using SharePoint for customer engagement content

  Secure document sharing
  - Permissions, access expiry, and download controls
- Structuring advisory document libraries
- Versioning, approvals, and retention policies
- Supporting audit and regulatory review through document traceability

4. Digital Advisory Playbooks

- What a digital advisory playbook is in a banking context

  Structuring playbooks across the advisory lifecycle
  - Discovery
  - Proposal
  - Engagement
  - Review
- Creating playbooks using Word and SharePoint
- Standardizing advisory steps while allowing flexibility
- Linking playbooks to compliance and risk checkpoints

5. Customer Journey Mapping & CX Design

- Mapping customer journeys for digital advisory services
- Identifying moments that matter in financial decision-making
- Mapping digital touchpoints across Teams, email, meetings, and documents
- Aligning CX journeys with regulatory obligations
- Capturing journey insights in Excel and SharePoint

6. Using AI Chat Tools in Advisory Work (Foundational AI)

- What is allowed vs restricted AI usage in banking

  Using AI chat (not Copilot apps) for:
  - Drafting advisory documents
  - Summarizing meetings and customer discussions
  - Generating Q&A responses for internal use
- Human-in-the-loop controls
- Avoiding data leakage and regulatory breaches
- Documenting AI usage decisions for audit purposes

7. AI Risk, Compliance & Audit Foundations (Banking Focus)

- AI risk categories in customer engagement
- Data privacy, confidentiality, and consent
- Model risk vs usage risk
- Regulatory expectations for explainability and traceability

- Audit considerations for AI-assisted work
- Designing controls and governance around AI chat usage

8. Operational Governance for Digital Advisory

- Governance models for digital customer engagement
- Maintaining audit trails across Teams and SharePoint
- Advisory documentation standards
- Change control and review cycles
- Incident management and escalation processes

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9. Capstone Project & Assessment (Primary Focus of Days 5–6)

Capstone Scope

- Design a digital customer advisory engagement for a banking use case
- Set up secure Teams collaboration space with external access
- Configure SharePoint for advisory documentation and secure sharing
- Develop a full digital advisory playbook
- Map the customer journey and moments that matter
- Use AI chat responsibly for drafting and summarization
- Identify AI risk, compliance, and audit controls
- Produce supporting governance documentation

Assessment Components

- Advisory engagement design review
- CX journey and playbook evaluation
- Security and compliance validation
- AI usage justification and risk mitigation
- Final presentation and walkthrough
- Assessment against banking regulatory expectations

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