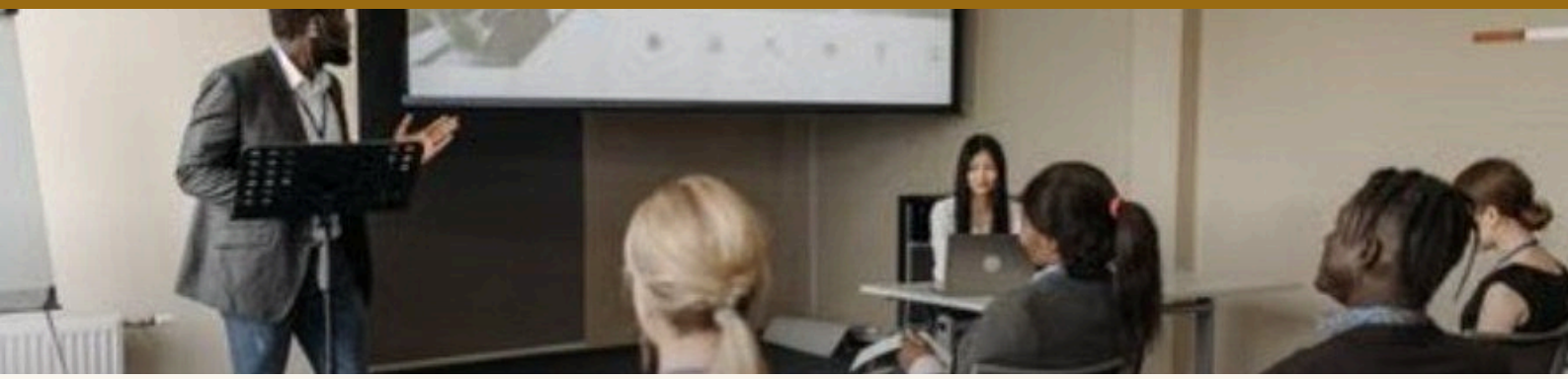


SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

BANKING & FINANCIAL REGULATION

Agency Banking Model

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Banking & Financial Regulation	5 days & 2 weeks	US$ 2,900	3

OVERVIEW

About this course

Agency Banking has emerged as one of the most effective strategies for extending financial services to underserved and unbanked populations while reducing the operational costs associated with traditional branch banking. By leveraging third-party agents, digital technologies, and innovative service delivery models, financial institutions can expand their market reach, improve customer convenience, and strengthen financial inclusion.

As the financial services landscape evolves, banks, microfinance institutions, fintech companies, and mobile network operators increasingly adopt agency banking models to deliver efficient, secure, customer-centric financial services. Success in agency banking requires a sound business model, effective network management, robust risk controls, and the integration of appropriate digital solutions.

This Seya Capital Agency Banking Model, Strategy and Solutions training course will highlight:

- The fundamentals and evolution of agency banking
- Agency banking business models and strategic frameworks
- Agent network design, recruitment, and management
- Digital technologies and solutions supporting agency banking
- Risk management, regulatory compliance, and governance
- Financial performance, sustainability, and profitability of agency banking operations

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
4 – 8 Jan 2027	Dallas, Texas, USA	5 days	**US$ 3,700**
11 – 22 Jan 2027	Kuala Lumpur, Malaysia	2 weeks	**US$ 5,220**
18 – 22 Jan 2027	Kuala Lumpur, Malaysia	5 days	**US$ 2,900**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

At the end of this Agency Banking Model, Strategy and Solutions training course, participants will be able to:

- Understand the principles, structure, and benefits of agency banking
- Evaluate different agency banking business models and operating frameworks
- Develop strategies for expanding and managing agent networks
- Assess technological solutions that support agency banking services
- Identify and mitigate operational, regulatory, and fraud risks
- Measure agency banking performance using key financial and operational indicators
- Design sustainable agency banking solutions that promote financial inclusion

WHO SHOULD ATTEND

Designed for

This Seya Capital Agency Banking Model, Strategy and Solutions training course is suitable for a wide range of professionals, but will greatly benefit:

Agency Banking Managers and Officers | Retail Banking Managers | Branch Managers and Operations Managers | Digital Banking and Fintech Professionals | Financial Inclusion Specialists | Microfinance Institution Executives | Risk and Compliance Professionals | Business Development Managers | Product Development Specialists | Payment Services and Mobile Money Professionals | Banking Consultants and Advisors | Government and Regulatory Officials involved in financial services development

PROGRAMME

Course outline

Day 1: Foundations of Agency Banking

- Introduction to Agency Banking
- Evolution of Branchless Banking
- The Agency Banking Ecosystem
- Agency Banking Value Proposition
- Financial Inclusion and Agency Banking
- Global Best Practices and Case Studies
- Agency Banking Regulatory Frameworks

Day 2: Agency Banking Business Models and Strategy

- Agency Banking Business Models
- Agent-Led Service Delivery Models
- Strategic Planning for Agency Banking
- Market Segmentation and Customer Analysis
- Geographic Expansion Strategies
- Network Growth and Sustainability
- Developing an Agency Banking Strategic Roadmap

Day 3: Agent Network Development and Digital Solutions

- Agent Selection and Recruitment
- Agent Onboarding and Certification
- Agent Training and Capacity Building
- Agent Incentive and Commission Structures
- Digital Banking Platforms
- Mobile Banking and POS Technologies
- Emerging Technologies in Agency Banking

Day 4: Risk Management, Governance and Compliance

- Operational Risks in Agency Banking
- Fraud Prevention and Control
- Know Your Customer (KYC) Requirements
- Anti-Money Laundering (AML) Compliance
- Cybersecurity and Data Protection
- Consumer Protection and Service Quality
- Governance and Oversight Frameworks

Day 5: Performance Management and Future Solutions

- Financial Performance and Profitability Analysis
- Agent Liquidity and Cash Management
- Transaction Economics and Revenue Models
- Performance Measurement and KPIs
- Customer Experience Management
- Innovation and Future Trends in Agency Banking
- Developing Sustainable Agency Banking Solutions
- Course Review and Action Planning

METHODOLOGY

How you will learn

This training course combines interactive lectures, practical exercises, case studies, group discussions, and real-world examples from banking and financial services industries. Participants will engage in scenario-based learning and strategic planning activities designed to enhance understanding and practical application of agency banking concepts and solutions.

IMPACT

The return on learning

For your organisation

- Improve access to financial services through effective agency banking strategies
- Enhance customer acquisition and retention capabilities
- Strengthen operational efficiency through branchless banking models
- Reduce service delivery costs while expanding market reach
- Improve risk management and regulatory compliance practices
- Enhance agent performance, productivity, and profitability
- Support financial inclusion objectives and business growth initiatives

For you

- Gain a comprehensive understanding of agency banking operations
- Develop practical skills in agent network management
- Improve their strategic planning and decision-making capabilities
- Enhance their knowledge of digital banking technologies
- Strengthen their ability to manage risks and regulatory requirements
- Increase their professional effectiveness and career opportunities in banking and financial services

CERTIFICATION

Seya Capital certificate

Upon successful completion of the classroom-based training course, a Seya Capital Certificate will be awarded to the delegates.

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

Register or enquire

info@seyacapital.com
www.seyacapital.com

The Kenya Police Sacco Plaza, 2nd Floor, Wing B
Ngara Road, off Muranga Road
P.O. Box 63978 – 00619, Nairobi, Kenya