Programme ID: 10001477734

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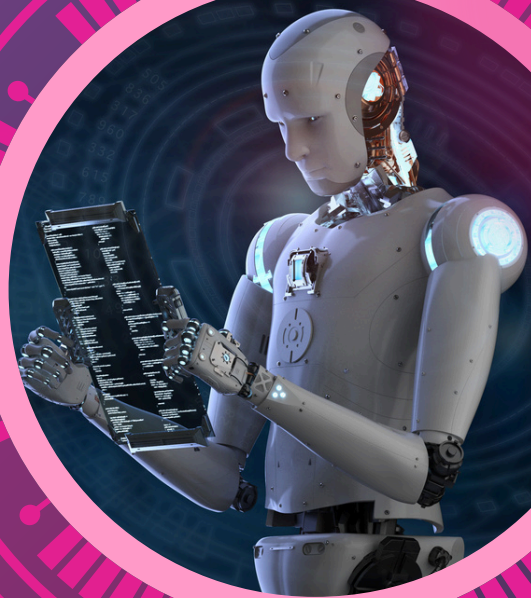**HRD CORP**
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HOW AI IS GOING TO CHANGE THE WAY WE DO BUSINESS IN FSI

Unlock the Future of Finance: AI in Action

Discover how artificial intelligence is reshaping the Financial Services Industry (FSI) in this cutting-edge course. Explore the key AI technologies driving innovation in customer engagement, product development, risk management, fraud detection, and operational efficiency. Gain practical insights on how AI is transforming the way financial institutions operate and deliver value, preparing you to lead in the next era of finance.

PROGRAMME DETAILS:

Time:
9:00 a.m. – 5:00 p.m.

Date:
11 June 2025

Venue:
Hotel Concorde, Kuala Lumpur

PROGRAMME FEE:

Early Bird Fee:
RM1,600
Register before 28 May

(including SST)

Normal Fee:
RM1,750

(including SST)

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HOW AI IS GOING TO CHANGE THE WAY WE DO BUSINESS IN FSI

1. Introduction to AI in the FSI Sector.

- Introduction to AI technologies.
- Trends of AI innovations impacting FSI.

2. AI in Financial Products

- The rise of robo-advisors and their advantages.
- AI algorithms for portfolio management.
- AI applications in investment and trading.

3. AI-Powered Customer Service

- Learn ways that AI can be applied to enhance the consumer experience.
- AI-enabled personalization as a key to drive customer engagement and retention.
- Case studies of personalization algorithms.

4. AI in Risk Management and Fraud Detection

- Applying machine learning models to detect fraud and financial crime.
- Predictive analytics for risk management and mitigation in banking and insurance.
- Using use AI to conduct error analysis in credit ratings.

5. AI and Automation in Operations

- Streamlining routine tasks through AI.
- Leadership strategies for fostering AI acceptance and collaboration.
- Communication strategies for aligning employees with AI-driven transformation.

6. Responsible AI

- Understanding the ethical implications of AI in decision-making, such as fairness, bias, and transparency.
- Frameworks to ensure accountability and transparency in AI.

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TRAINER'S PROFILE:

" The trainer is a technology professional with more than 18 years of work experience in the Information and Communication Technology (ICT) industry with specialization in digital strategy and applications of emerging technologies in Telecommunications and IT. She has been deeply involved in breakthrough ICT infrastructure and software projects, working with diverse enterprise clients from the Asia Pacific region. She has also collaborated with public agencies and private enterprises to formulate digital blueprints and frameworks. Her work experience spans both innovative corporations and tech startup, with notable stints at leading companies such as Huawei, Schneider Electric and iPay88.

As a certified trainer, Jolene brings a wealth of knowledge and practical experience. Coupled with her expertise in adult learning techniques, she becomes an invaluable asset in bridging the technical and non-technical divide. Her ability to translate complex technical concepts into easily understandable terms ensures that all participants, regardless of their technical background, not only grasp complex ideas but also gain practical insights that can be readily applied in real-world scenarios. This specialty not only enhances learning but also fosters collaboration and understanding between technical and non-technical team members in real-world settings.

With a B.Eng in Electronics Engineering (Hons) from MMU and professional certifications from Huawei University, Schneider University, EPI, MIT, Cambridge Judge Business School, Google, IBM etc, Jolene passionately champions the ethos of lifelong learning, demonstrating an unwavering dedication to continual growth and personal development. "

PARTICIPANTS' DETAILS

Name:

Position:

Department:

Contact Number:

Email:

Name:

Position:

Department:

Contact Number:

Email:

ADMIN'S DETAILS

Name:

Position:

Department:

Company:

Contact Number:

Email:

Address:

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TERMS AND CONDITIONS

1. *For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.*
2. *Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.*
3. *HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,750 per day. The balance, if any, is to be topped up by client.*

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