HKiB The Hong Kong Institute of Bankers | CERTIFIED BANKER | FLEX LEARNING POWERED BY THE IKIB

[Banking AI Series] Transforming Banking Efficiency: Leveraging DeepSeek for Productivity and Sales Compliantly

Programme Code: HGFT00P25053

27 May 2025 (Tuesday)
12:00nn – 2:00pm

2 HOURS
HKIB ECF SFC
CPD CPD CPT

#philipkamphotography

Programme Outline

Participants will explore how DeepSeek can streamline daily tasks, automate data analysis, and improve customer engagement. The course covers practical application cases, such as lead scoring, personalized recommendations, and document processing, while emphasizing regulatory compliance. By the end of the session, participants will gain actionable insights to leverage DeepSeek for operational efficiency and sales growth while adhering to regulatory standards. Case studies highlighting ethical dilemmas faced by banks in implementing AI solutions.

1. Understanding DeepSeek and Its Role in Banking
   1.1 What is DeepSeek?
   1.2 Overview of DeepSeek application cases in banking
2. DeepSeek for Productivity Enhancement
   2.1 Streamlining daily tasks, data analysis, reporting, and communications
3. DeepSeek for Sales Origination
   3.1 Lead generation, customer engagement, and pipeline management
4. Ensuring Compliance in AI Adoption
   4.1 Regulatory Landscape, compliance features and best practices
5. Examples of DeepSeek in Action

Speaker Introduction

The speaker has over 25 years of experience in the Fintech field with specialisation in AI & Data and Financial Regulatory Risk. He was a Partner at Deloitte Consulting, leading the AI & Data Practice and had also previously led the APAC Analytics & Cognitive Practice at Capgemini as Senior Director, with work centering around Data and AI for Banking & Capital Markets and Insurance industry.

Target Audiences

1. **Banking Practitioners;**
2. **Relationship Managers, Compliance Officer, Sales Teams and Operations Staff.;**
3. **HKIB Professional Qualification Holders :**

CAMLP AAMLP CCOP(GC) CCOP(IIC) ACOP
CCRP(CL) CCRP(CPM) ACRP ACsP
AGFP(PS) AGFP(ClimRM) AGFP(SDR) AGFP(SSCC) CRWP ARWP
CPFinT(M) CPFinT(S-AIBD) CPFinT(S-DLT) CPFinT(S-OBAPI) CPFinT(S-RT) CPFinT(A)
CORP AORP

Programme Delivery

Virtual Classroom (Zoom)
Cantonese

Application DEADLINE

20 May 2025 (Tuesday)

APPLY NOW!

(852) 2153 7800
programme@hkib.org
https://hkib.org/page/185

PRICE LIST	Individual Member HKD	Staff of Corporate Member HKD	Non-Member HKD
Price	HKD660	HKD800	HKD880