



ALABAMA BANKERS ASSOCIATION

## **Building a Strong Complaints Management Program Virtual Live Event Via Zoom**

May 20, 2025 10:00am-11:30am

Member Fee: \$295 Non-Member \$395

Complaint management focuses on resolving customer grievances, identifying areas of improvement, and developing better products or services. It is an essential component of your Compliance Management System (CMS) and is handled by your customer service operations. For this reason, your employees are vital, as addressing customer complaints about products or customer service can be tricky for even the most seasoned employees. The training that your employees receive is imperative for the success of both your customer support and customer service departments.

A strong complaints program is not only a means to gather valuable customer insight, but it helps your institution understand risk and make improvements. This should not only lead to strong programs, and protection from reputation risk and regulatory fines, but also increased profitability, and increased customer satisfaction.

Topics Include:

- Timing
- Staffing
- Training Resources
- 7 Key Components to a Successful Complaint Management Program
- Policies and Procedures
- Clear Channels of Communication
- Investigation Process – including how the institution records the complaint.
- Written Response
- Corrective Action
- Tracking, Trending, Analyzing, and Retaining Data

Who Should Attend: Compliance, Audit Personnel, Frontline Staff, Customer Contact Employees, Board of Directors, Senior Management Risk Management

Speaker: **KIMBERLY BOATWRIGHT, CAMS CRCM Executive Vice President of Risk and Compliance** has more than two decades of experience working in the financial services industry as a risk and compliance professional. Kimberly has a strong background in program development and implementation. During her career, she has worked for and consulted with all types of financial institutions helping to establish and evolve their compliance programs. Kimberly loves helping other compliance professionals manage their compliance departments as efficiently as possible. She is a Certified Regulatory Compliance Manager, a Certified Anti-Money Laundering Specialist, and holds a bachelor's degree from the University of Nebraska at Omaha. A proud mom of three, Kimberly loves nothing more than spending time with her family. For more information, contact Elizabeth Bailey, vice president of professional development at (251) 510-3593 or email [ebailey@alabama.bank](mailto:ebailey@alabama.bank)

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