**Training Agenda**

Location: FINCA Armenia HO, 2a, Agatangeghos street, Yerevan, Armenia

May 23, 2025, starts at: 10:00,

Planned end at: 18:00

1. 10:00 – 10:10 Opening Remarks (Steve Michael Hass) – 10 minutes
2. 10:10 – 11:10 **The need of Business Transformation** (Vardan Haroyan, CCO) – 60 minutes
	1. Preparation for BT
	2. Research and Development for the BT
	3. Designing the Transformation plan
3. 11:10-11:30 Coffee Break – 20 minutes
4. 11:30 – 12:30 Digital Transformation (Suren Margaryan, COO) – 60 minutes
	1. Mobile lending platform design, choosing the right strategy and vender
5. Lunch 12:30 – 13:30
6. 13:30 – 14:20 The new branch model (Vardan Haroyan, CCO) – 50 minutes
	1. The Concept and approach of the new branch model
	2. Customer Experience
	3. Business Benefits
7. 14:20-15:00 Electronic Signature (Suren Margaryan, COO) – 40minutes
	1. The Importance
	2. Stakeholders and business benefits
8. 15:00-15:20 Coffee Break – 20 minutes
9. 15:20 – 16:10 New Centralized Sales model, new KPIs (Vardan Haroyan, CCO) - 50 minutes
	1. Centralized sales at the Contact Center
	2. Sales- marketing campaigns, new product development
10. 16:10-17:00 Digitization through no-Code & Low-Code platforms (Suren Margaryan, COO) -60 minutes
11. 17:00 – 18:00 Q&A Session