



Technology Banker Magazine Publishes Global Bankers Institute President Dr. Linda Eagle on Increasing Bank Profits through Customer Education

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In its August 2012 issue, Technology Banker Magazine (<http://www.technologybanker.com>), published world-wide banking expert Dr. Linda Eagle, Founder and President of New York-based GBI – Global Bankers Institute (<http://www.globalbankersinstitute.com>). In the article (http://www.technologybanker.com/magazine/archive/TechnologyBanker_september2012.pdf), Eagle writes about the importance of educating customers, and the quantifiable return on investment for providing such education in areas such as Security and Soundness, Banking Applications, Products and Financial Education.

Eagle, who has worked with Access Bank, Bank PHB, Diamond Bank, Ecobank, FCMB, Guaranty Bank, UBA, Unity Bank and Zenith Bank in Nigeria, states that topics covered for customer education include: security policies, regulatory compliance, protecting money, fraud prevention, identity theft prevention, transaction applications, how to use the bank's website, navigation, products and service offerings, product and service features, product and service benefits, product and service requirements, business planning, how to save money, and much more. Eagle stresses the importance of providing such training to increase customer loyalty, market share and wallet share.

Dr. Linda Eagle, President and Founder of Global Bankers Institute stated, "It is an honor to be published in Technology Banker Magazine on such an important topic for businesses throughout the world. Customer education is often overlooked by many organizations, even though the return on investment positively impacts the bottom line."

About Technology Banker Magazine

Technology Banker Magazine is an online and print publication dedicated to banking and finance technology in Africa offering timely news and information, as well as in-depth editorial analysis and insight into banking and technology in Africa. A dynamic company run by a passionate team of top banking and finance technology consultants and journalists, Technology Banker is a truly independent platform with a high degree of editorial integrity.

Remi Akinjomo, Managing Editor of Technology Banker Magazine, is excited about the focus on educating customers throughout the African continent. "Customer education is critical to building and sustaining strong economies throughout the region. We at Technology Banker thank Dr. Linda Eagle and her team of banking experts at Global Bankers Institute for their support of the African Banking community,"

About Global Bankers Institute

Global Bankers Institute (GBI) is a Training, Communication and Consulting Firm dedicated to the banking, insurance and financial services community with innovative top-quality solutions that provide measurable business results. With a headquarters in the heart of the financial district in New York at 245 Park Avenue, GBI has locations and representatives around the world. GBI's BEST! Training, Communication and Consulting solutions based on global best practices include Anti-Money Laundering (AML), Bank Secrecy Act (BSA), Branch Management Training, Branch Security Training, Business



Development Training, Career Mapping, Cascading Goals, Certification, Children's Programs, Classroom, Coaching, Code of Conduct, Communication Programs, Competency Mapping, Compliance Audit, Consumer Lending Training, Continuity Planning, Corporate Governance, Corporate Culture, Crisis Management, Cultural Sensitivity, Customer TouchPoints, DeNovo Banks, Diversity, Documentation, eLearning, Ethics Training, Fraud Prevention and Reporting Training, Gap Analysis, Harassment, Human Capital Performance Improvement (HCPI) Audit, Information Security Training, Key Performance Indicators (KPI), KPI Dashboard, Key Performance Measures (KPM), Leadership Training, Marketing and Advertising, Marketplace Development, Mentoring, OFAC, Onboarding, Organization Structure, Outsourcing, Outward Bound, Platform Sales, Problem Solving, Product Development, Production Standards, Productivity and Quality, Professionalism, Project Management, Quality Assurance, Records Management, Recruitment, Reengineering, Relationship Management, Relationship Selling, Risk Assessment, Sales and Service Training, Security Planning, Seminars, Strategic Planning, Supervisory Skills, Sustainability, Systems Training, Teller Training, TNA, Train-the-Trainer, Training Value Analysis, Wealth Management, Workforce Development and Workplace Safety.

The Global Bankers Institute Pledge:

- GBI will deliver the finest quality programs you have ever used.
- GBI will deliver the most exemplary service you have ever experienced.
- GBI will measure and demonstrate positive return on investment.

The Global Bankers Institute Philosophy:

- A customer-centric approach reflected in every project.
- No surprises - on time, on budget, on point delivery of every solution.
- Communication and collaboration are the basis of our partnership

Our GBI Money Back ROI Guarantee:

- GBI will measure and demonstrate Business Results.
- GBI will meet ROI targets or we refund your fees.
- GBI is proud to introduce this innovative approach to ROI - the first of its kind in our industry.

For more information about Global Bankers Institute, please visit www.globalbankersinstitute.com or contact Dr. Linda Eagle at +1.212.579.5500 x 3106 or linda.eagle@globalbankersinstitute.com.

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