
New Bank Products Course: Idea Screening, Journey Design, Pilots and Launch

17 – 21 May 2027
Geneva





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Ref: 664_33065 **Date:** 17 – 21 May 2027 **Location:** Geneva **Fees:** 5500 GBP

Programme Summary

New bank products are the subject of this one-week training course for product, channel and strategy leaders at managerial level, ending in a product launch pack for one new service. Banks launch offers that customers ignore, because ideas are chosen on enthusiasm rather than evidence of need. The programme moves from idea screening to customer journeys, service blueprints and pilot testing, applied to a service the participant selects. Mars Training Centre UK delivers this programme on new bank products to mixed-organisation cohorts.

The Business Case

A new service that reaches the market untested ties up budget, staff and channel capacity, and a weak launch is hard to withdraw. Banks, payment firms and insurers that screen ideas against customer evidence, test them in small pilots and set stopping rules in advance direct investment to the services customers use.

- Launch Success Rate: Improves as ideas pass a common screen before build effort is committed.
- Time to Decision: Falls as pilot results are judged against criteria set before the test.
- Rework After Launch: Falls as the service blueprint exposes operating gaps before customers meet them.

Principles and Evidence Base

- Design Thinking: Frames customer need before solutions, applied in the sprint plan in Session 2.
- Customer Journey Mapping: Shows the steps, pain points and moments of truth in a banking relationship, applied in Session 2.
- Service Blueprint: Links what the customer sees to the staff, systems and controls behind it, applied in Session 3.
- Pilot Testing: Tests a service on a small group against agreed success and stop criteria, applied in Session 4.

Intended Participants

- Product managers who own the pipeline of retail or corporate banking services.
- Channel and digital leads who turn service ideas into customer journeys.
- Strategy and innovation managers who screen and fund new offers.
- Operations and risk managers who must support a new service once launched.
- Customer experience leads who measure how clients respond to change.

Typical functions include retail banking, corporate banking, payments and insurance.



Learning Outcomes

1. Participants will be able to prioritise product ideas using a stage-gate screening matrix.
2. Participants will be able to construct a customer journey map that locates pain points in a banking service.
3. Participants will be able to diagnose operating gaps behind a new service using a service blueprint.
4. Participants will be able to evaluate the risk, control and cost implications of a proposed offer.
5. Participants will be able to design a pilot with success and stop criteria.
6. Participants will be able to justify a launch, extend or stop decision to an investment committee.

Programme Structure

Day 1: New Bank Products and Idea Screening

Which product ideas deserve a place in the pipeline, and on what evidence?

- Opportunity Gap Map
- Idea Intake Register
- Stage-Gate Screening Matrix
- Customer Need Statement
- Product Concept Card

Day 2: Customer Journey Mapping and Design Thinking

Where does a customer struggle today, and what would a better journey look like?

- Customer Journey Map
- Pain Point Ranking
- Design Thinking Sprint Plan
- Persona Sheet for Retail and Corporate Clients
- Journey Redesign Sketch

Day 3: Service Blueprint and Operating Fit

What must happen behind the counter and the screen to deliver the new service?

- Service Blueprint
- Handoff and Dependency Table
- Risk and Control Check
- Cost and Pricing Logic Sheet
- Operating Readiness Checklist



Day 4: Pilot Testing and Evidence Gathering

How is a new service tested cheaply, and what result would stop or extend it?

- Pilot Design Brief
- Test Group Selection Sheet
- Success and Stop Criteria
- Pilot Results Dashboard
- Customer Feedback Log

Day 5: Launch Plan for One New Bank Product

Do the screening, journey, blueprint and pilot results support one launch decision?

- Applying the Session 1 Stage-Gate Screening Matrix
- Reviewing the Session 2 Customer Journey Map
- Checking the Session 3 Service Blueprint
- Reading the Session 4 Pilot Results Dashboard
- Completing the Product Launch Pack

Methodology

The programme uses a structured exercise method built on a shared case of a mid-sized bank weighing four service ideas for retail and corporate clients. Participants complete each artefact on prepared material, then adapt it to a service from their own organisation, with written facilitator feedback in every session.

- Suggested activity: Screening four service ideas against a common matrix and defending the ranking.
- Suggested activity: Mapping a customer journey and marking the three steps most worth redesigning.
- Suggested activity: Setting success and stop criteria for a pilot and challenging a peer's choice.

Capstone Output

Each participant completes a product launch pack for one new service. It holds a screening matrix, a customer journey map, a service blueprint, a pilot results dashboard and a launch, extend or stop recommendation. The pack is used at work to take a service proposal to an investment committee and to brief the teams that will run it.



Frequently Asked Questions

Is new bank products training suitable for managers who have not launched a service before?

Yes. New bank products training is taught through cases and templates, assuming general banking experience but no earlier work on a service launch.

Which techniques does new bank products training rest on?

New bank products training rests on design thinking, customer journey mapping, service blueprints and pilot testing, applied to a service the participant selects.

How is the launch pack from new bank products training used at work?

You use the product launch pack to take a service proposal to an investment committee and to brief the teams that will deliver it.

How does new bank products training differ from digital banking strategy training?

New bank products training centres on screening, designing and testing individual services, while digital banking strategy training covers platform choices, partnerships and technology direction.