

June 20 – 24, 2016

Programme on Customer Relationship Management in Banking



Coordinators
Dr Sarita Bhatnagar
Dr Kaushik Mukerjee

National Institute of
Bank Management
Pune, India



Programme Fee (per participant)

US \$ 2000 for foreign participant

(See fee structure on home page of the website for incentive)

	Fee	ST	SBAC	Fee+ST+SBAC	TDS
Mem. Banks :	35000	4900	175	40075	3500
Non-Mem. Banks :	41000	5740	205	46945	4100

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Service Tax (ST) @ 14%, Swachh Bharat Abhiyan Cess (SBAC) @ 0.5% and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and ST No. AAATN0040PST001.
- National Institute of Bank Management
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

Mode of Payment for Foreign Participants

Mode of Remittance: SWIFT*

- Name & Address of our Bankers : Oriental Bank of Commerce
C-2, Shop No. 4-5, Bramha Estate
Kondhwe Khurd, Pune 411 048
Maharashtra, India
- Name of the Account : National Institute of Bank Management
- NIBM's Bank Account No. with Oriental Bank of Commerce : Current A/C 11281131004402
- Bank's Swift Code : ORBCINBBFCP
- Oriental Bank of Commerce A/c No. with Correspondent Bank : 36152559
- Preferred currency : USD
- Correspondent Bank : CITIBANK N.A.
- Swift code for Citi Bank : CITIUS33

* The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.

*Payments will be accepted only through electronic mode.
Cheques/DDs/Pay Orders will not be accepted.

- For all electronic remittances, kindly send a confirmatory e-mail at: accounts@nibmindia.org giving details of the remitter and participant, name and dates of programme, etc.

Nominations and Enquiries

Please address your enquiries and nominations along with the fees to:

Dr Sarita Bhatnagar

Dr Kaushik Mukerjee

Programme Coordinators

National Institute of Bank Management

NIBM Post office, Kondhwe Khurd

Pune 411 048, India

Tel : 0091-20-26716000 (EPABX)

26716545/26716505 (Direct)

Fax : 0091-20-26834478

E-mail : sarita@nibmindia.org

kaushikmukerjee@nibmindia.org

Web : www.nibmindia.org

Last Date for

Receiving Nominations:

June 10, 2016

Last Date for

Availing Early Bird Incentive:

June 4, 2016

(See Fee Structure on home page of the website)

Please see programme fee structure on home page of the website for early bird incentive, incentives for SAARC and other developing countries, mode of remittance, Pune City route map and local conveyance.

Programme on Customer Relationship Management in Banking

Customer acquisition, customer satisfaction, customer retention, customer delight, customers to evangelists are all rapidly acquiring the focal point of planning and marketing strategies in banking. This can be understood as a response to rising competition, technological advancement and an empowered customer.

Customer Relationship Management (CRM) has become inevitable for growth and profitability. CRM practices are adopted to generate better understanding of the customer for product development, segmentation, appropriate targeting, campaign management and maintenance of long-term profitable and mutually beneficial relationship with customers. A general observation in the Indian banking scenario in this context is that CRM software were installed but the intended pay-offs are not being realised. The understanding, acceptance and widespread implementation of CRM applications is an area of concern.

Customer Relationship Management is a strategic initiative which has organisation-wide implications. In the Indian banking industry, CRM is still at a nascent stage. A very small proportion of its potential has been utilised. Also, implementation-wise, it has been put to use on a limited scale. Implementation encompasses several issues of technology, organisation structure and training. Core banking solutions, increasing number of customer touch points and KYC norms have enabled access to significant customer information which can be utilised for segmenting, targeting, cross-selling, and customisation. There is an immense opportunity for banks to capitalize upon this and gain competitive advantage. The programme has been designed viewing the growing importance of CRM in banking.

Objectives

- To develop a better understanding of concepts and issues involved in Customer Relationship Management.
- To generate awareness about application and potential of CRM in enhancing customer value and satisfaction.
- To aid in better implementation and adoption of CRM in banks.
- To understand the utilisation of customer information in formulation of marketing strategies.

Content

- Relationship Marketing and CRM Applications in Banking.
- CRM Strategies for Business Development Across Different Customer Segments.
- Developing a Customer Orientation - Prerequisite for CRM Success.
- Developing the CRM Initiatives - Building Organisation-wide Preparedness.
- Strategizing for CRM - Planning for Better Customer Loyalty, Share of Wallet and Profitability.
- Building the Culture for CRM.
- Launching the CRM Implementation - Tracking the Success of CRM Initiatives.
- Technology Management for Better CRM.
- CRM in the Age of Digital Banking.
- CRM Applications in Banking - Analytics for Better Decisions and Higher Profitability.
- Role of Leadership - Change Management for Better CRM Results.

Pedagogy

The programme pedagogy will involve interactive lectures, case analysis, panel discussion and group presentations in addition to practical orientation through interaction with banking professionals and technology experts.

Target Group

Assistant General Managers, Chief Managers, Assistant Managers in Head Office - Marketing Department, Head Office - Customer Service Department, Zonal, Regional, Circle Offices - Marketing Department, Retail Asset and MSME Branches, Marketing and Sales Managers, Relationship Managers and Branch Managers.

Dates

June 20 - 24, 2016

The programme will commence at 9:00 am on June 20 and conclude by the evening of June 24, 2016. Participants are expected to reach the NIBM campus positively by the evening of June 19, 2016 and plan for their return journey after 6.00 pm on June 24, 2016.

Venue

NIBM Campus, Kondhwe Khurd, Pune, India.

Hostel Accommodation

The programme is fully residential. Participants will be provided well furnished single room AC accommodation in the Institute's hostel complex on the Campus. However, they will not be permitted to bring their family members to stay on the campus. In case any Officer/Executive with physical/medical disability is being nominated, kindly inform us in advance with particulars of disability to facilitate necessary arrangements.

The Institute has facilities for outdoor and indoor games and a large walking/jogging trail for physical fitness besides a yoga centre. Participants are, therefore, encouraged to bring the appropriate clothes/gears.