



Programme on **C R M** in Retail Banking

February 12 – 15, 2019

Coordinators
Dr Kaushik Mukerjee
Prof Ateeque Shaikh



**National Institute of
Bank Management
Pune, India**

Programme on CRM in Retail Banking

Retail banking has become the major focus for banks in India. While traditionally the banks have adopted a transactional approach towards retail customers, the present competitive scenario suggests the need for a relationship-oriented approach for retail banking. The potential to leverage customer's transactional data and advances in technology presents immense opportunities for banks to enhance their customer relationship management capabilities. Customer relationship management deals with customer acquisition, cross-selling for customer development and retaining customers who are likely to churn. There are several reasons why banks should adopt customer relationship management for retail customers. First, profitability of banks has become a challenge in today's competitive scenario. Second, loyalty of customers can no longer be taken for granted. Customers have become highly discerning when it comes to allocating their share-of-wallet to a particular bank. This means that only loyalty of a customer should not be the focus but getting more business by selling additional products to the customer should be the goal for the bank. Also, Therefore, this programme is aimed at bankers who wish to maximize the opportunity presented by retail banking and rising importance of CRM for banks to increase its profits.

Objectives

- ☞ To help participants understand concepts and strategies of interpret the issues related to customer relationship management in Banks
- ☞ To enable participants to develop roadmap for implementation of CRM in the banks
- ☞ To understand how to use analytics to drive the CRM initiative in order to generate higher profits from retail customers

Content

- CRM and customer orientation
- CRM: Strategy and Implementation
- CRM Technology and applications
- Analytics for segmentation, customer profiling and Targeting in CRM
- Customer lifetime value and profitability
- Understanding Multi-channel customer behaviour for CRM Success
- Cross-selling strategies for CRM success
- Customer Churn and retention for CRM
- Customer Service and CRM
- Social media and CRM
- Organizational preparedness for CRM implementation
- Metrics to measure success of CRM implementation
- Promoting CRM at the branch level

Pedagogy

The pedagogy will involve interactive lectures, case discussions, group presentations, and lab exercises. A mix of academicians and industry practitioners will ensure effective learning for participants.

Target group

Marketing and planning department heads, regional and zonal heads, retail banking department heads and branch heads of branches focusing on retail customers

Dates

February 12 – 15, 2019

The programme will commence at 9:00 am on February 12 and conclude by the evening of February 15, 2019. Participants are expected to reach the NIBM campus positively by the evening of February 11 and plan for their return journey after 5.00 pm on February 15, 2019.

Venue

NIBM Campus, Kondhwe Khurd
Pune, India.

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 appropriate clothes/ gear.

Programme Coordinators

Dr Kaushik Mukerjee

Associate Professor

Prof Ateeque Shaikh

Assistant Professor

(Strategic Planning, Marketing and Control Area Group)

Last Date for Receiving Nominations:

February 2, 2019

Last Date for Availing Early Bird Incentive of 5%:

January 28, 2019

(See fee structure on home page of the website)

Nominations and Enquiries

Please address your enquiries and nominations to:

Dr Kaushik Mukerjee

Prof Ateeque Shaikh

Programme Coordinators

National Institute of Bank Management

NIBM Post Office, Kondhwe Khurd

Pune 411 048 (INDIA)

Tel. : 0091-20-26716000 (EPABX)

26716339 (Direct)

26716115 (Direct)

Fax : 0091-20-26834478

E-mail : kaushikmukerjee@nibmindia.org

a.shaikh@nibmindia.org

For further details, visit us at Website : www.nibmindia.org

Programme Fee (per participant)

US \$ 1600 for foreign participant

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

	Fee	GST	Fee+GST	TDS
Member Banks :	36000	6480	42480	3600
Non-Member Banks :	42000	7560	49560	4200

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Goods and Services Tax (GST) @ 18% 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 GSTIN No. 27AAATN0040P1ZJ.
- 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. : **Current A/C 11281131004402**
with Oriental Bank of Commerce
- Bank's Swift Code : **ORBCINBBFCP**
- Oriental Bank of Commerce A/c No. : **36152559**
with Correspondent Bank
- 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.**

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.