



Programme on CRM and Digital Banking

January 15 – 18, 2018

Coordinators
Dr Sarita Bhatnagar
Dr Deepankar Roy



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

Programme on CRM and Digital Banking

Banks in India are recognizing the potential of available customer data and technology advancement in strengthening the marketing function. The trend towards digital banking necessitates appropriate adoption of digital marketing. In the competitive environment, customer relations are considered to be pivotal in acquisition, retention and satisfaction of customers. Given the strategic importance of CRM and digitalization, there is a need to develop appropriate marketing strategies by training inputs, equipping the bankers with a thorough understanding of these concepts, and imparting skills to develop and implement them.

The programme has been designed keeping in view the rising importance of CRM and digital banking. Inputs from technology dimension, experiences of banks which have already initiated the programme are also included. Experience sharing on skills of relationship marketing have been designed to include the practitioner orientation.

Objectives

- To develop a better understanding of concepts and issues involved in Customer Relationship Management and Digital Banking
- To generate awareness about application and potential of CRM and Digital Banking
- tools in enhancing customer value and satisfaction
- To understand the role of analytics in formulation of marketing strategies
- To understand emerging payment system and digital technologies in banking

Content

- Marketing of Banking Services in Digital Era
- CRM Strategies for Business Development Across Different Customer Segments
- Developing the CRM Initiatives – Building Organization-wide Preparedness
- Technology Management for Better CRM
- CRM Applications in Banking - Analytics Strengthening Marketing Decisions
- Emerging Payment Products: UPI, BHIM, BBPS, Aadhaar Pay, Bharat QR, Electronic toll collection system, mobile wallets, NFC contact less payments
- Emerging Digital Banking Products and Services
- POS and Mobile banking deployment strategies
- Social Media Marketing in Banking

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

The programme is designed for middle and senior officers from Marketing, Customer Service, Digital Banking and Retail Banking and IT Departments at the Head Office and from Controlling Offices as well as Branch Managers.

Dates

January 15 – 18, 2018

The Programme will begin at 9.00 am on January 15 and will conclude by 5.00 pm on January 18, 2018.

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.

Coordinators

Dr Sarita Bhatnagar
Assistant Professor

Dr Deepankar Roy
Assistant Professor

Nominations and Enquiries

Please address your enquiries and nominations to:

Dr Sarita Bhatnagar

Dr Deepankar Roy

Programme Coordinators

National Institute of Bank Management

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Pune 411 048, India

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Last Date for

Receiving Nominations:

January 5, 2018

Last Date for

Availing Early Bird Incentive of 5%

December 30, 2017

(See Fee Structure on home page of the website)

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 NIBM 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. 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.

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.