



# Programme on Customer Analytics in Banking

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January 22 – 25, 2018

*Coordinators*  
Prof Ateeque Shaikh  
Dr Alka Vaidya



National Institute of Bank Management  
Pune, India

# Programme on Customer Analytics in Banking

## Background

Understanding your customers and their preferences is of utmost importance to gain competitive advantage in banking. Banks need to identify and exploit newer leads for customer acquisition based on targeted marketing campaign. After acquiring the customers, banks also need to retain the customer as the cost of acquiring a new customer far exceeds the cost of retaining a customer. Further, the bankers also need to focus on the cross-sell, up-sell and increasing the share of wallet of the customers for increasing the profitability of the customers.

To achieve these objectives, the bankers need to utilize the power of customer analytics to understand the customers' needs and preferences for different financial products and service requirements. The analytics will enable banks to convert the customer data into insights and better implementation of customer relationship management programs. Such analytics may vary from simple data visualization techniques to building descriptive and predictive models. For doing this, banks need to use transactional data coupled with the demographics of the customers to generate customer insights about customer acquisition, better segmentation of customers for cross-sell and up-sell, customer churn and customer retention strategies. The customer analytics helps in of the financial products.

## Inputs

This programme will enable the participants to understand how banks can utilize customers' demographic, transactional data and spending pattern by building models in the areas of customer acquisition, cross-selling and customer churn. It will also discuss and demonstrate creating customer segments based on their or transaction behaviour. The programme will use a hands on approach through examples from the banking and financial services which can be used by the managers for better decision making.

## Objectives

- To help participants understand how to design Customer Analytics projects
- To provide insights into the way how banks can utilize customer data to generate insights about customer segmentation, customer cross-selling and up-selling, customer churn, campaign design and analytics, and social media analytics.
- To equip participants with ready-to-use designs and analytical tool-kits that can be used for real life marketing practices in banks

## Content

- The building blocks of customer analytics tools and techniques
- Data Visualization
- Customer Relationship: Building customer 360 degree profile: product engagement of customers, product basket analysis for cross-sell and up-sell effectiveness.
- Segmentation: Understanding the use of cluster analysis for customer segmentation based on transaction data of the customers
- Predictive models in the areas of cross sell offers, customer churn and targeted marketing campaigns
- Social media analytics: Using social media analytics for better decision making

## Pedagogy

The programme pedagogy will involve interactive lectures, case analysis, hands on analytical exercises and group projects in addition to practical orientation through interaction with banking professionals.

## Target Group

Marketing and Planning Departments in Banks. Customer Service Departments, Zonal, Regional, Circle offices – Marketing and Sales Managers, Analytics team members, Digital and social media marketing team members

## Faculty

Besides NIBM faculty, professionals from banks will be invited as resource faculty.

## Dates

January 22 – 25, 2018 (4 days)

The programme will commence at 9:00 am on Monday, January 22 and will conclude by 5:00 pm on Thursday, January 25, 2018.

## 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

**Prof Ateeque Shaikh**  
Assistant Professor

**Dr Alka Vaidya**  
Assistant Professor

**Last Date for Receiving  
Nominations:**  
January 12, 2018

**Last Date for  
Availing Early Bird Incentive of 5%:**  
January 6, 2018  
(See fee structure on  
home page of the website)

## Nominations and Enquiries

Please address your enquiries and nominations to:

Prof Ateeque Shaikh  
Dr Alka Vaidya  
Programme Coordinators  
National Institute of Bank Management  
NIBM Post Office, Kondhwa Khurd  
Pune 411 048, INDIA

Tel. : 0091-20-26716000 (EPABX)  
0091-20-26716115/207 (Direct)  
Fax : 0091-20-26834478  
E-mail : a.shaikh@nibmindia.org  
alka@nibmindia.org

**For further details, visit us at Website :**  
[www.nibmindia.org](http://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
<b>Member Banks</b> :	<b>36000</b>	<b>6480</b>	<b>42480</b>	<b>3600</b>
<b>Non-Member Banks</b> :	<b>42000</b>	<b>7560</b>	<b>49560</b>	<b>4200</b>

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\*

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