



# Programme on Customer Relationship Management in Banking

Customer acquisition, customer satisfaction, customer retention, customer delight, customers to evangelists are all rapidly adopting 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 thus 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 profitability and mutually beneficial relationships with customers.

A general observation in the Indian banking scenario in this context is that though CRM software is installed the intended pay-offs are not being realised. The understanding, acceptance and widespread implementation of CRM applications is an area to be strengthened. 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. Moreover, it has been implemented on a limited scale. Full-scale integration of CRM encompasses several issues of technology, organisation structure and training. Core Banking Solutions (CBS), increasing number of customer touch-points, KYC norms and seeding Aadhar number, etc. 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 on this and gain a competitive advantage. The programme has therefore been designed to highlight the importance of CRM in banking. Issues in implementation, challenges and how to seek customer response to it will also be discussed at length.

## 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.

## 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 the 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 a Culture for CRM.
- Technology Management for Better CRM.
- 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.

## Dates

February 27 – March 3, 2017

The programme will commence at 9:00 am on February 27 and conclude by the evening of March 3, 2017. Participants are expected to reach the NIBM campus positively by the evening of February 26 and plan for their return journey after 5.00 pm on March 3, 2017.

## 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.

## Programme Fee (per participant)

US \$ 2000 for foreign participant

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

	Fee	ST	SBAC	KKC	Fee+ST+ SBAC+KKC	TDS
Mem. Banks	: 35000	4900	175	175	40250	3500
Non-Mem. Banks	: 41000	5740	205	205	47150	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%, Krishi Kalyan Cess (KKC) @ 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 \*

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 workshop, 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.

## Nominations and Enquiries

Please address your enquiries and nominations to:

Dr Sarita Bhatnagar

Dr K Srinivasa Rao

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## Last Date for

## Receiving Nominations:

February 17, 2017

## Last Date for

## Availing Early Bird Incentive:

February 11, 2017

*(See Fee Structure on home page of the website)*