

Programme on Marketing Research and Customer Analytics in Banking

December 03 – 06, 2018



Coordinators
Prof Ateeque Shaikh
Dr Kaushik Mukerjee



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

Programme on Marketing Research and Customer Analytics in Banking

Background

The current competitive environment coupled with the ever changing technological environment in the banking sector makes it imperative for the banks to have a systematic understanding and preferences of the customers. Further, the increased use of digital channels in banking have resulted in very little face-to-face interactions between bankers and customers. On the other hand, customer loyalty and share of wallet can no longer be taken for granted by bankers. Therefore, bankers need to use Marketing Research and Customer Analytics to identify marketing opportunities, evaluate marketing plans, monitor marketing performance and improving the overall marketing effectiveness. Marketing Research and Customer Analytics will help bankers in interpreting the unmet needs of customers, the preferences of customers in terms of pricing and value considerations, the channel to be used to communicate the benefits and the impact of service quality and relationship management.

Against this backdrop the captioned programme is being conducted to enable the participants to understand how Marketing Research and Customer Analytics can be used for better decision making by bankers. During the programme, the participants will also learn different research designs and analytical techniques such as cluster analysis for market segmentation, measures to understand customer satisfaction and service quality, campaign design, analytics and logistic regression based customer churn and customer retention models. The programme will use a hands on approach through examples from the banking and financial services to equip participants for adopting Marketing Research and Customer Analytics in their organisational decision making.

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

Objectives

- To help participants understand how to design Marketing Research and Customer Analytics projects
- To provide insights into the way marketing research techniques are used to analyse: consumer behaviour, segmentation, service quality, customer cross-selling and up-selling, 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.

Course Content

- ❑ The building blocks of marketing research and customer analytics tools and techniques
- ❑ Basics of statistics for undertaking marketing research
- ❑ Consumer Behaviour: Using marketing research and analytics to measure customer satisfaction, understanding emerging consumer needs and preferences with respect to products and other elements of marketing mix etc.
- ❑ Customer Relationship: Interpreting customer individual customer preferences for customer acquisition, customer development through personalized cross-sell offers and product basket analysis and customer churn etc.
- ❑ Understanding the use of cluster analysis for customer segmentation based on transaction data of the customers
- ❑ Service Quality: Interpreting the gaps in service quality using marketing research
- ❑ Data Driven Targeted Marketing Campaign
- ❑ Website and social media analytics: Using website and 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.

Dates

December 03 – 06, 2018

The programme will commence at 9:00 am on December 03 and will conclude by 5:00 pm on December 6, 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 Kaushik Mukerjee
Associate Professor

Last Date for Receiving Nominations:

November 23, 2018

Last Date for

Availing Early Bird Incentive of 5%:

November 17, 2018

(See fee structure on
home page of the website)

Nominations and Enquiries

Please address your enquiries and
nominations to:

Prof Ateeque Shaikh
Dr Kaushik Mukerjee

Programme Coordinators
National Institute of Bank Management
NIBM Post Office, Kondhwa Khurd
Pune 411 048, INDIA

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0091-20-26716115/339 (Direct)

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kaushikmukerjee@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, Kondhwa 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
Kondhwa 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 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.