



Programme on
**Marketing of Banking Services
in Digital Era**

July 3 – 6, 2017

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

Programme on Marketing of Banking Services in Digital Era

In the present scenario, digital technologies are changing consumer behaviour as well as marketing practices across almost all industries, including banking services. Channel proliferation has evolved to an increasingly multichannel presence. Macro environmental forces like policy thrust on less cash economy, competition in telecom leading to affordable (sometimes free) internet connectivity to masses, rapid proliferation of mobile devices and increasing internet access on mobile, innovative payment products by NPCI, etc. have boosted digital forms of banking. Post demonetization, banks have prioritized efforts to bring an increasing number of customers on digital channels through various initiatives like launching of new digital products, promotion of digital products and incentivizing customers on adoption of digital products in addition to customer education.

Digitization necessitates the marketing of banking services to be aligned with the new realities. To acquire and retain empowered and informed customers and service them effectively asks for a reorientation of marketing practices. Technology in marketing ensures means and ways of customer engagement, as well as immense information of customers which can be utilised for taking informed marketing decisions. Analytics and customer relationship management are being leveraged by banks to gain better customer understanding and loyalty via targeted campaigns and better products. In an era of active customers on digital and social media, financial services are required to adopt effective marketing strategies.

In this context, the programme titled 'Marketing of Banking Services in the Digital Era' aims to equip participants with information about emerging digital products/services in banking and insights on marketing practices to compete in the digital era. Inputs on customer relationship management and analytics, present practices, implementation strategies and future pay-offs will be helpful in developing the intent and competence for information-based marketing and successful adoption of CRM.

Objectives

- To discuss the changing dimensions of marketing in the face of digitization.
- To understand the new digital products and services in banking.
- To understand the digitization opportunities and challenges for marketing of banking services.
- To prepare for developing and practicing marketing in the digital era.
- To understand analytics and CRM: Concepts, application and implementation in banking.
- To understand how to leverage social media for bank marketing.

Content

- Marketing of Banking Services in Digital Era: Strategies and best practices
- Innovative Payment Products: NFC based payments like Shake and Pay, Mobile Wallets, IMPS, UPI and QR code based payments.
- Customer Relationship Management: Implementation Challenges and Best Practices
- Application of Analytics in Marketing of Banking Products.
- Leveraging Social Media for Bank Marketing.
- Mobile banking and POS Deployment Strategies
- Channel Migration Strategies, Digital Products: Understanding and Enabling Adoption
- Card Holder Lifecycle Management, Loyalty Programs and Cash Back offers in Card Payments.
- Customer Service
- Cyber Security

Target Group

The programme is designed for middle and senior officials from Marketing, Customer Service, Digital Banking & Retail Banking and IT departments at the Head Office and from controlling offices as well as branch managers.

Dates

July 3–6, 2017

The programme will commence at 9:00 am on July 3 and conclude by 5.00 pm on July 6, 2017. Participants are expected to reach the NIBM campus positively by the evening of July 2, 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.

Nominations and Enquiries

Please address your enquiries and nominations to:

Dr Sarita Bhatnagar

Dr Deepankar Roy

Programme Coordinators

National Institute of Bank Management

NIBM Post office, Kondhwe Khurd

Pune 411 048, India

Tel : 0091-20-26716000 (EPABX)
26716130, 26716283 (Direct)

Fax : 0091-20-26834478

E-mail : sarita@nibmindia.org
d_roy@nibmindia.org

Web : www.nibmindia.org

**Last Date for
Receiving Nominations:**

June 23, 2017

**Last Date for
Availing Early Bird Incentive of 5%**

June 17, 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	ST	SBAC	KKC	Fee+ST+ SBAC+KKC	TDS
Mem. Banks	: 36000	5040	180	180	41400	3600
Non-Mem. Banks	: 42000	5880	210	210	48300	4200

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*

- 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 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.