

June 18 – 21, 2018



Programme on  
**C**ustomer  
**R**elationship  
**M**anagement  
in Banking

*Coordinator*  
**Dr Sarita Bhatnagar**



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

# Programme on Customer Relationship Management in Banking

In today's competitive scenario, banks can no longer take customer loyalty and profitability for granted. This can be attributed to rising competition, technological advancement and an empowered customer. Customer Relationship Management (CRM) has thus become inevitable for growth and profitability. CRM practices help to generate better understanding of the customer for product development, segmentation, appropriate targeting, campaign management and maintenance of long-term profitable 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 Aadhaar 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, and develop relationship management skills for different segments of customers like corporate, MSME and Retail.

## 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.

## Objectives

- To develop a better understanding of concepts and issues involved in Customer Relationship Management for enhanced customer loyalty and share of wallet.
- 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.
- To understand the role of analytics in marketing decisions.

## Content

- ❑ Relationship Marketing and CRM Applications in Banking.
- ❑ Adopting CRM as a Business Strategy.
- ❑ 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.
- ❑ Technology Management for Better CRM.
- ❑ Customer Analytics for Better Decisions and Higher Profitability.

## 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.**

## Dates

June 18 – 21, 2018

The programme will commence at 9:00 am on June 18 and conclude by the evening of June 21, 2018. Participants are expected to reach the NIBM campus positively by the evening of June 17 and plan for their return journey after 5.00 pm on June 21, 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 Coordinator

Dr Sarita Bhatnagar  
Assistant Professor

(Strategic Planning, Marketing and Control  
Area Group)

## Last Date for Receiving Nominations:

June 8, 2018

## Last Date for Availing Early Bird Incentive of 5%:

June 2, 2018

(See fee structure on  
home page of the website)

## Nominations and Enquiries

Please address your enquiries and  
nominations to:

Dr Sarita Bhatnagar  
Programme Coordinator  
National Institute of Bank Management  
NIBM Post office, Kondhwe Khurd  
Pune 411 048, India

Tel : 0091-20-26716000 (EPABX)  
26716130 (Direct)  
Fax : 0091-20-26834478  
E-mail : sarita@nibmindia.org  
Web : 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, 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.  
with Oriental Bank of Commerce : Current A/C 11281131004402
4. Bank's Swift Code : ORBCINBBFCP
5. Oriental Bank of Commerce A/c No.  
with Correspondent Bank : 36152559
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.