



Programme on  
**Customer  
Relationship  
Management  
and Digital Banking**

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December 5 – 9, 2016

*Coordinators*  
Dr Sarita Bhatnagar  
Dr Dhananjay Bapat



National Institute of Bank Management  
Pune, India

# Programme on Customer Relationship Management and Digital Banking

Banks in India are recognising the potential of available customer data and technology advancement in strengthening the marketing function. The trend towards digital banking necessitates appropriate adoption of digital marketing. In such a competitive environment, customer relationship management (CRM) is considered to be pivotal in acquisition, retention and satisfaction of customers. Given the strategic importance of CRM and digitalization, there is a need to develop appropriate marketing strategies by training inputs, equipping the employees with a thorough understanding of these concepts, and imparting skills to develop and implement them. The programme has been designed keeping in view the rising importance of CRM and digital banking. Inputs from the technology dimension and experiences of banks which have already initiated the programme are included. Experience-sharing on skills of relationship marketing have been designed to include practitioner orientation.

## Objectives

- ❑ To develop a better understanding of concepts and issues involved in customer relationship management and digital banking.
- ❑ To generate awareness about application and potential of CRM and digital banking tools in enhancing customer value and satisfaction.
- ❑ To understand the utilisation of customer information in formulation of marketing strategies.
- ❑ To understand dimensions of organisational preparedness essential to embrace CRM and digitalization for maintaining a competitive edge.

## Content

- ❑ Relationship marketing and CRM applications in banking.
- ❑ CRM strategies for business development across different customer segments.
- ❑ Developing the CRM initiatives – Building organisation-wide preparedness.
- ❑ Strategizing for CRM – Planning for better customer loyalty, share of wallet and profitability.
- ❑ Launching the CRM implementation – Tracking the success of CRM initiatives.
- ❑ Technology management for better CRM.
- ❑ CRM applications in banking – Analytics for better decisions and higher profitability.
- ❑ POS and mobile banking deployment strategies.

## 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.

## Target Group

**Scale III, IV and V officers in the marketing department and customer service department at the head office and from controlling offices as well as branch managers.**

## Dates

December 5 – 9, 2016

The programme will commence at 9.00 am on December 5 and will conclude by 5.00 pm on December 9, 2016. Participants are requested to reach the campus by the evening of Sunday, December 4, 2016.

## 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

Dr Sarita Bhatnagar  
Assistant Professor

Dr Dhananjay Bapat  
Assistant Professor

(Strategic Planning, Marketing and Control  
Area Group)

**Last Date for  
Receiving Nominations:**  
November 25, 2016

**Last Date for  
Availing Early Bird Incentive:**  
November 19, 2016  
(See fee structure on  
home page of the website)

## Nominations and Enquiries

Please address your enquiries and  
nominations to:

Dr Sarita Bhatnagar  
Dr Dhananjay Bapat  
Programme Coordinators  
National Institute of Bank Management  
NIBM Post Office, Kondhwe Khurd  
Pune 411 048, India

Tel : 0091-20-26716000 (EPABX)  
26716545/26716314 (Direct)

Fax : 0091-20-26834478

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

Website : www.nibmindia.org

## 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
<b>Mem. Banks</b>	<b>: 35000</b>	<b>4900</b>	<b>175</b>	<b>175</b>	<b>40250</b>	<b>3500</b>
<b>Non-Mem. Banks</b>	<b>: 41000</b>	<b>5740</b>	<b>205</b>	<b>205</b>	<b>47150</b>	<b>4100</b>

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.  
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.