



July 10 – 14, 2017

**Programme on
Customer-Centric Approach for
Branch Level Marketing**

**Coordinators
Dr Kaushik Mukerjee
Prof Ateeque Shaikh**



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

Programme on Customer-Centric Approach for Branch Level Marketing

Traditionally, banks in India have depended on walk-in customers visiting the bank. However, a recent KPMG report on Indian banking points out that banks in India cannot depend any more only on walk-in customers for ensuring that sales targets are met. It is also important to note that the branch is the main source for business and therefore the marketing of the branch is of critical importance in today's era of cut-throat competition. This programme envisages that branches need to adopt a customer-centric approach in order to ensure better customer loyalty, higher share of wallet, and higher profits for the banks. This programme will enable participants to appreciate the relevant aspects of customer centricity for bank branches and equip them with the necessary frameworks and practice tool-kits. The outcome of the programme is expected to inspire many bankers to adopt a customer-centric approach at their respective branches and reap rich dividends.

Programme Highlights

- Develop deep understanding of how bank branches can adopt a customer-centric approach.
- How customer centricity leads to better customer share of wallet, increasing the customer base, and higher profits.
- The role of analytics in developing customer-centric banks.

Content

- What is customer-centricity?
- Choosing key customers and nurturing closer relationships with customers.
- Interpreting customer needs – developing deep understanding of customer's point of view.
- Competitor analysis – interpreting the customer value offered by competitors.

- Promoting alternate delivery channels effectively to boost profitability.
- Understanding the role of analytics in customer acquisition, customer retention and increasing share of wallet to increase profitability.
- Tracking branch performance – interpreting gaps in service.
- Managing customer experience - using service blueprinting and GAPS model.
- Strategies for local branding and promotions.
- Leading relationship managers effectively – the role of branch leaders in ensuring high level of employee engagement.
- Turnaround strategies for increasing branch profitability.

Methodology

The programme will be driven through interactive discussion sessions, case study analysis, group presentations and experience sharing by experts.

Coordinators

Dr Kaushik Mukerjee
Prof Ateeque Shaikh

Target Group

The programme will be extremely beneficial for Branch 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.

Dates

July 10–14, 2017

The programme will commence at 9:00 am on July 10, 2017 and conclude at 4 pm on July 14, 2017. Participants are requested to reach the campus on July 9 in the evening.

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 Kaushik Mukerjee

Prof Ateeque Shaikh

Programme Coordinators

National Institute of Bank Management

NIBM Post office, Kondhwe Khurd

Pune 411 048, India

Tel : 0091-20-26716000 (EPABX)

26716339 (Direct)

26716115 (Direct)

Fax : 0091-20-26834478

E-mail : kaushikmukerjee@nibmindia.org

a.shaikh@nibmindia.org

Web : www.nibmindia.org

Last Date for

Receiving Nominations:

June 30, 2017

Last Date for

Availing Early Bird Incentive of 5%

June 24, 2017

(See Fee Structure on home page of the website)

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	: 42000	5880	210	210	48300	4200
Non-Mem. Banks	: 49200	6888	246	246	56580	4920

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 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.