

**April 26 – 29, 2021**  
**(Online course duration 10 hours)**

**Online Programme on**

**C**ustomer

**R**elationship

**M**anagement and

**A**nalytics in Banking

*Coordinator*

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The data availability with banks about their customers is a rich treasure trove of relevant information to make marketing decisions. Analytics techniques when employed to customer data yield a rich source of decision making information, which can lead to a bank having many advantages in operations and marketing. Thus, Customer Relationship Management (CRM) and Analytics have a great potential for banks to strengthen their marketing efforts.

CRM practices help to generate better understanding of the customer for Product development, segmentation, appropriate targeting, campaign management, and maintenance of long term mutually beneficial relationships with customers.

In banking industry CRM is still at a nascent stage and a very small proportion of its potential has been utilized. There is an immense opportunity for banks to capitalize on this and gain competitive advantage.

The Programme has therefore, been designed to highlight the importance of CRM and analytics in Banking. It also covers behavioral skills in developing and managing customer relations. Inputs on Digital Marketing practices and technologies in enabling customer acquisition and nurturing customer connect will be provided.

## **Objective**

- ☞ **To develop better understanding of concepts and issues involved in Customer Relationship Management for enhanced loyalty and share of wallet**
- ☞ **To aid in better implementation and adoption of CRM in banks**
- ☞ **To understand the utilization of customer information and analytics in formulation of marketing strategies for banks**

## Content

- ❑ Relationship marketing in banking
- ❑ Concept of customer relationship management and analytics
- ❑ Applications of CRM and analytics in banking
- ❑ Implementation of CRM : issues and strategies
- ❑ CRM strategies for growth in retail business
- ❑ CRM strategies for growth in MSME business
- ❑ Technology management for better CRM
- ❑ Strategies for customer acquisition and retention using CRM and analytics
- ❑ Organization wide preparedness for CRM
- ❑ Digital marketing practices and technologies in bank marketing.

## Target Group

Senior and middle level executives in Marketing Department ,Customer Relationship Management and Analytics department ,IT and Digital Banking Department , Digital Marketing Department at head office zonal, regional , circle offices , retail asset and MSME branches, marketing and sales managers , relationship managers and branch managers.

## Modalities

This online course will have 10 hours of engagement time, which includes several selfpaced study and live interactions of participants.

The courseware will include the following:

- I. Reading material for self-study, case studies and online references.
- II. Video sessions comprising of:
  - i. Pre-recorded videos sessions.
  - ii. Live interactive video sessions by faculty and guest lecturers

Participants enrolled to the programme will be provided with login id and password to enter into the learning platform of the institute. Guidance will be provided for navigating through the various activities in the platform such as accessing courseware, viewing video sessions, participating in live sessions etc. Detailed Programme schedule and reading material will be accessible on the learning platform on Sunday, April 25, 2021. The programme window will be open upto Friday, April 30, 2021. Executives attending the programme would need internet access on a desktop or laptop with Google Chrome to enable access to live and recorded sessions.

Live sessions will be conducted during 10:00 am to 1:00 pm from April 26-29,2021.

## Completion Certificate

A completion certificate will be given to the participant at the end of the programme. Participant has to remain logged in for at least the total number of engagement hours within the duration of the programme for being considered to have completed the same.

## Nominations and Enquiries

Nominations are invited from both Institutions and Individuals from India and Abroad. Executives working in banks/financial institution/consulting firms/ technology firms in the banking and financial services domain can apply for the programme in their individual capacity.

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

Mobile : 9049789049  
Tel. : 0091-20-26716000 (EPABX)  
E-mail : sarita@nibmindia.org  
Web : www.nibmindia.org

**Last Date for Receiving Nominations: April 24, 2021**

## Programme Fee (per participant) for 10 hours programme

US \$ 500 for foreign participant

	Fee	GST	Fee+GST	TDS
Member Banks :	8400	1512	9912	630
Non-Member Banks :	10500	1890	12390	788
Individual Nominee :	10500	1890	12390	----

The fee includes the cost of tuition, access to reading material and recorded videos, etc. (Central Goods and Services Tax (GST) @ 18%, and TDS @ 7.5%. 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 : Punjab National Bank  
C-2, Shop No. 4-5, Bramha Estate  
Kondhwe Khurd, Pune 411 048  
Maharashtra, India
- Name of the Beneficiary : National Institute of Bank Management
- NIBM's Bank Account No. with Punjab National Bank : 11281131004402
- Bank's Swift Code : PUNBINBDDIB
- Preferred Currency : USD
- Correspondent Bank of Punjab National Bank : WELLS FARGO BANK NA
- Punjab National Bank A/c No. with Correspondent Bank : 2000193007918
- Swift Code with Wells Fargo Bank : PNBpus3nnyyc
- IFSC : PUNB0108810

\* 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.**