



CENTER FOR
MANAGEMENT
DEVELOPMENT
PROGRAMME

ON

"CUSTOMER
RELATIONSHIP
MANAGEMENT
IN BANKS"



About IBS - Hyderabad

IBS - Hyderabad (Faculty of Management) of the IFHE University seeks to provide a high quality learning experience, in an adaptive environment, with a focus on relevance, rigor and research. The mission of IBS is to develop ethically-grounded professional managers who can add value to the organizations and communities to which they belong. IBS has a reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications. Since its establishment in 1995, IBS has grown impressively and achieved widespread recognition from business and industry, academic circles, and professional bodies. IBS Hyderabad is located on a beautiful sprawling campus right in the lap of Nature. The campus at Hyderabad is a 91 acre lush green campus with built-up area of over 10 lakh sq.ft. This fully residential campus is equipped with state-of-the-art facilities. Different academic blocks are available with classrooms, lecture theaters, tutorial rooms, conference halls, seminar halls, auditorium, library, computer lab, faculty rooms, meeting rooms, administrative offices, academics office, student support services office, and career management center. Sufficient on campus accommodation facility is available for more than 100 delegates.

IBS Hyderabad campus is 35 kms from Rajeev Gandhi International airport and 28 kms from the central part of the city. There is ample public and private transport facility available to reach IBS.

The Proposed Programme

“Customer Relationship Management in Banks” is a two-day residential National level Management Development programme to be conducted on November 22nd and 23rd, 2012, falling on Thursday and Friday.

About the Programme



The Management Development Programme on “Customer Relationship Management in Banks” is an unique opportunity for practicing Managers to get a new look at the age old Customer Relationships that was, and continues to be, the central focus of the entire gamut of banking operations. Banking Industry in India has moved full circle from the days of ‘Brick Mortar Banking’ to the present generation of ‘Virtual Banking’. This new age of Banking has also brought a new generation of Customers, with new set of expectations from their Banks. In this backdrop, banks have to continuously find ways and approaches to engage and build lasting customer relationships, using the various elements, processes, systems, tools & techniques of CRM. It is at this end, the programme is focused, with the help of the strategies of Contact Management, Campaign Management & Relationship Marketing.



Pedagogy

The programme shall use a unique blend of interactive discussions, presentations, lectures, Case Studies, success Stories and audio/Video clips.

The Topics include

1. Concept, Definition, Nature and Strategy of CRM
2. Elements, Processes and Systems of CRM
3. Customer knowledge, communications and multi- channels in CRM
4. CRM in the Banking Sector-Need, Importance and Uses
5. Tools, techniques and practice of CRM in Banking Sector
6. Contact Management, Campaign Management, Relationship Marketing
7. Social Media Methods for CRM in Banking
8. New Initiatives for CRM in Banking and Success Stories

Target Group

The Programme is aimed at banking professionals, mainly from the Middle Management Cadre, and also the trainers involved in training them, who would like to gain a practical understanding of the CRM Strategy, the tools, techniques and practices of CRM in the Banking Sector. Academicians, interested in Banking, are also welcome.

Certification

The Centre for Management Development, IBS, Hyderabad, IFHE (Deemed University) will award a Certificate to the participant, on completion of the Programme.

Fee Details

Registration fee per participant is Rs.8000/-

For two participants from the same organisation, it would be Rs 15,000/-

For three participants from the same organisation, it would be Rs 20,000/-

Registration fee includes breakfast, lunch, tea, coffee and dinner.

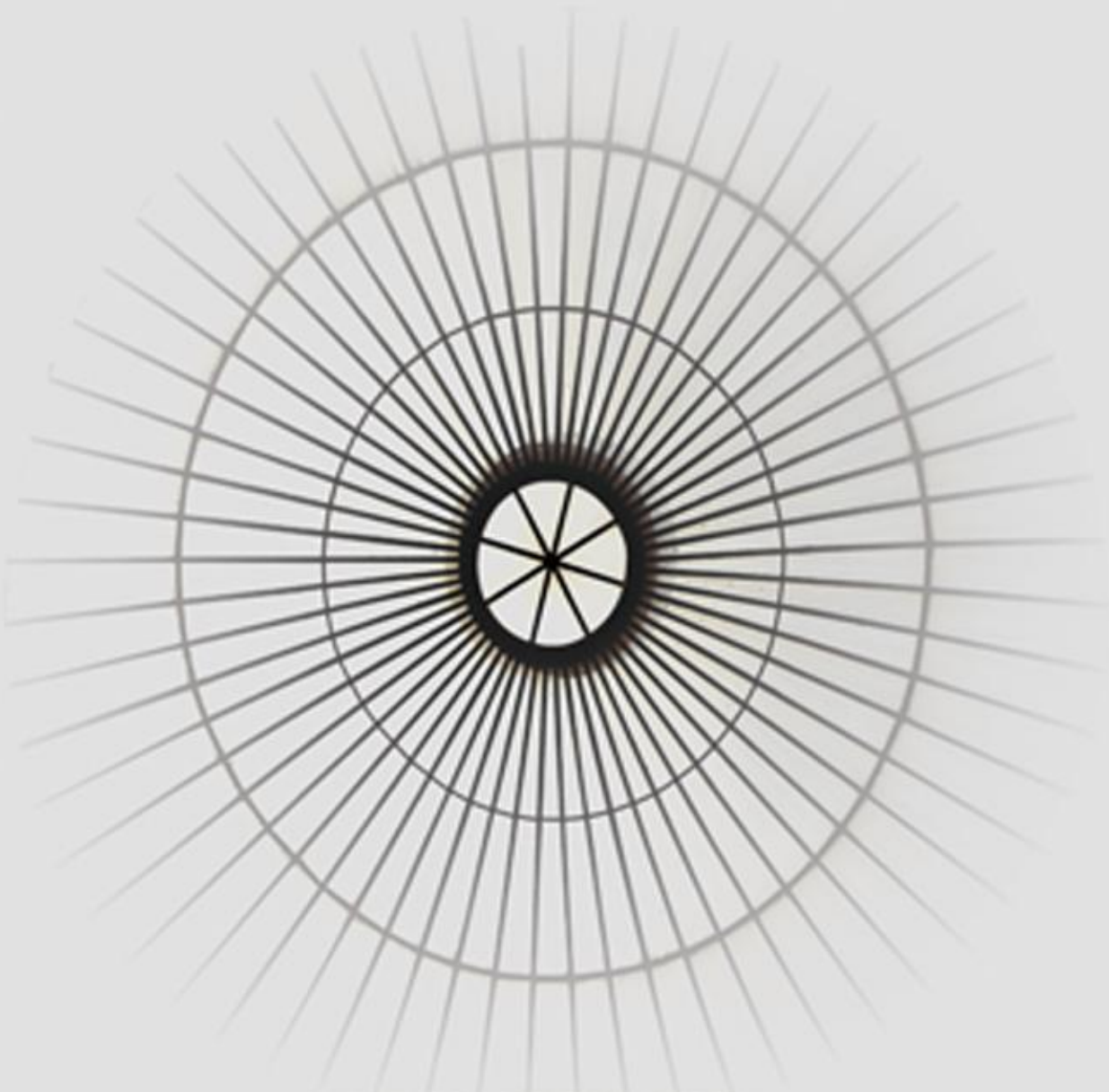
Study materials and other academic inputs will also be provided to all participants

Accommodation: On campus Accommodation (single rooms) is available for participants.

The Programme Coordinator

Dr. Suresh Chandra Bihari is both a doctorate and is in the process of getting a post-doctorate on "CRM in Banking". After a banking career of 28 years, including 3 years as a trainer, he is teaching banking courses at IBS, Hyderabad since March 2009. His research interests are mainly in the Banking domain and he has about 100 publications to his credit that includes text & edited books, case studies and research papers published in international and national journals as well as in important international conferences.





M.D.P COORDINATOR

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