



INDIAN INSTITUTE OF BANKING & FINANCE

(ISO 9001:2015 Certified)

Programme on “Digital Marketing & Use of Big Data Analytics in Customer Relationship Management”

In VIRTUAL (Online) MODE

22nd to 23rd April, 2021



LIVE CLASSROOM SESSIONS

“Individuals can also register for the programme at their own cost”

Programme Co-Ordinator: Mr Thiruma Valavan A ,

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**Indian Institute of Banking & Finance,
Kohinoor City, Commercial II, Tower 1, 3rd floor,
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Kurla (W), Mumbai – 400070.**

Website: www.iibf.org.in



Virtual (Online) Programme **on** **“Digital Marketing & Use of Big Data Analytics in Customer Relationship Management”**

BACKGROUND

During its 93 years of service, IIBF which is an "Institute of the Bankers, for the Bankers and by the Bankers" has emerged as a premier institute in banking and finance education. Considering the emerging requirements of the bankers in the ever-changing dynamic environment, IIBF has been providing training to bankers in select areas. IIBF has world class training facilities at its Leadership Center at Mumbai. It also has three Professional Development Centres (PDCs) at Delhi, Chennai & Kolkata with residential facilities at Delhi to accommodate more than 50 participants at a time.

PROGRAMME HIGHLIGHTS

The Banking services sector has undergone significant changes over past years due to increasing Liberalization, Core Banking Solutions and Advent of Digital Banking in a big way. This has resulted into -

- Emergence of new markets & players in financial services
- Significant shift from Brick & Mortar Banking to Online/Virtual Platforms
- Availability of Banking Services Anywhere, Anytime
- Shift from Suppliers' Market to Buyers' Market
- Cut throat Competition among players for Market Share
- Demand patterns changing overnight calling for new innovative products
- Customers' Expectations soaring high

The rise of Digital Technology has transformed the way business is done around the globe. Touch points such as mobile, video and social media continue to grow in importance, with the underlying need for improved data analytics. The consumers know the value of their personal information, and they expect their financial institution to know them, look out for them and reward them at all steps of their shopping and purchase journey.

Digitalization offers new opportunities for banks to place the customer at the center of the progress. The young generations have changed their consumption habits and banks need to adapt quickly so as not to be overtaken by new players in this sector. Nowadays it is very difficult to retain customers only on the basis of past relationship and loyalty as the marketing communications bar is being set by other industries and tech kings such as Google, Amazon and Apple.

If consumers' expectations are not met, they will simply ignore or block your communications, or abandon the relationship with your bank altogether. Therefore, improving the marketing communications process – from the consumer's perspective – will only drive growth, loyalty and profitability in today's fast changing environment.

In this backdrop, the Program on **Digital Marketing & Use of Big Data Analytics in Customer Relationship Management** has been designed considering the need of the Banks/FIs to strengthen their digital marketing initiatives to have a competitive edge over others following a customer centric approach. The program aims to equip participants with information about emerging digital marketing perspectives in banking & finance with inputs on latest digital products, services and trends as well as insights on developing Marketing Strategies suitable for digital era discovering ways for connecting with new markets. The program will also highlight the importance of Customer Relationship Management (CRM) and Analytics which have a great potential for better understanding of the customer for product development, segmentation, appropriate targeting, campaign management and maintenance of long term mutually rewarding relationship with customers.

OBJECTIVES

- To understand the relevance of Digital Marketing & Use of Big Data Analytics in Customer Relationship Management
- To understand new digital products & services in banking and emerging trends
- To understand the tools & technologies of digital marketing for customer acquisition, business development, retention and service
- To understand the utilization of customer information and analytics in formulation of effective digital and social media strategies and marketing campaigns

CONTENT OVERVIEW

- Changing Banking Scenario and the need for Digital Marketing
- Digital Products & Services in Banking and emerging trends
- Innovative Payment Technologies, Mobile Banking and eWallets
- Concept of Customer Relationship Management (CRM), Applications of CRM and Analytics in Banking
- Stages of effective marketing, handling different types of customers, Lead generation, referrals, closing the deal, push & pull style of selling - Internal Marketing - Analytics & Customer communication, campaigns design and execution
- Market Segmentation, Targeting, Area Mapping and ABC Analysis - Product pricing, new product pricing strategies, product mix
- Application of Artificial intelligence, Machine Learning in Marketing-Analytics, Business intelligence, data science for Marketing
- Integrating analysis with Customer Relationship Management - Social media analysis - Digital Marketing of Banking Products - Marketing analysis - Enhancing customer Value delivery
- CRM Strategies for growth in Retail and MSME business

METHODOLOGY

Virtual (Online) interactive Lectures, Case Studies, Presentations and Sharing of Experiences by eminent faculties, experienced bankers and industry experts.

Live sessions by Faculty shall be conducted and participants can attend the sessions from home or office using Laptop/Desktop. Login details for accessing the sessions shall be shared on registered mail ids of participants 24/48 hours before the program.

TARGET GROUP

Branch Managers, Trainers and Officers/Executives of Banks/Financial Institutions at Middle/Senior Management level who are currently posted or proposed to be posted in sales, marketing, customer relationship /customer service roles.

DURATION

2 Days. From 22nd to 23rd April 2021.

Timings 10.00 a.m. to 5.15 p.m.

FEE

Rs.4,000/- per participant plus GST @18% aggregating to Rs.4,720/- (Rs. Four thousand seven hundred twenty only). (In case of TDS deduction, please send us TDS certificate).

Programme fees may be remitted to the credit of Institute's account as given below:

- ✓ Beneficiary Name - Indian Institute of Banking and Finance
- ✓ Name of the Bank branch: State Bank of India, Vidya Vihar (West), Mumbai.
- ✓ Savings Account No: 36919200263 IFSC code: SBIN0011710
- ✓ (PAN No: AAATT3309D and GSTIN NO. 27AAATT3309D1ZS

(Kindly provide your GST Number in the nomination letter to facilitate raising of invoice)

For further details and nomination, kindly contact:

Mr.Thiruma Valavan A, Programme Coordinator & Deputy Director Phone : +91-22-68507032, Mobile : 9585883789 Email: thirumavalavan@iibf.org.in	Mr. P N Mehrotra, Director (Training), Phone : +91-22-68507004, Mobile : 8291294676 Email: prakashmehrotra@iibf.org.in
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NOMINATION FORM FOR BANKS/ FIs

Programme title:

“Digital Marketing & Use of Big Data Analytics in Customer Relationship Management”

Date: **From 22nd to 23rd April 2021 (Thursday - Friday)**

Type: **Virtual (Online)** mode

PARTICIPANTS NOMINATED:

Sl. No	Name (Mr/Mrs/Ms)	Designation	Branch/Office	Contact No. (Mobile No & Landline No.)	E-mail (PERSONAL AND OFFICIAL MAIL ID BOTH)*
1					
2					
3					
4					
5					

***LOGIN DETAILS OF THE PROGRAM SHALL BE SHARED ON PERSONAL MAIL ID.**

Name of Bank/ FI: _____

Address: _____

GST Details of Nominating Bank: _____

Phone of **Nominating** Official: ----- E-Mail of **Nominating** Official: _____

Fee: Rs.4,000/- per participant plus GST @18% aggregating to Rs.4,720/- (Rs. Four thousand seven hundred twenty only). (In case of TDS deduction, please send us TDS certificate).

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FORM FOR SELF-SPONSORED CANDIDATES

Programme title:

“Digital Marketing & Use of Big Data Analytics in Customer Relationship Management”

Date: **From 22nd to 23rd April 2021 (Thursday - Friday)**

Type: **Virtual (Online)** mode

Details of nomination:

Sl. No	Name (Mr/Mrs/Ms)	Designation	Contact No. (Mobile)	E-mail (PERSONAL)	UTR NUMBER
1					

Name of Bank/ FI employed with: _____

Address of Bank/ FI employed with: _____

Fee: Rs.4,000/- per participant plus GST @18% aggregating to Rs.4,720/- (Rs. Four thousand seven hundred twenty only). (In case of TDS deduction, please send us TDS certificate).

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