

**INDIAN INSTITUTE OF BANKING & FINANCE**

**(ISO 9001:2015 Certified)**

**PROGRAMME on**

**Achieving Excellence in Customer Service**

**From**

**28th to29th June 2017**

**Venue:**

**Leadership Centre,**

**Indian Institute of Banking & Finance,**

**Kohinoor City, Commercial II, Tower 1, 3rd floor,**

**Off LBS Marg, Kirol Road,**

**Kurla (W), Mumbai – 400070.**

**Website:** [**www.iibf.org.in**](http://www.iibf.org.in)

**For nominations please contact:**

**Mr.Kavan Shah**

**Deputy Director**

**Phone: +91-22-25047011**

**Email: kavan@iibf.org.in**

**Mobile :+91 9819459496**

**Programme on Achieving Excellence in Customer Service**

**BACKGROUND :**

During its 89 years of service, IIBF has emerged as a premier institute in banking and finance education. Along with its various Certification and Diploma programme,IIBF came into training activities in 2012, to increase capacity building in Banks. The training activity which was started at its Leadership Centre in Mumbai, have been expanded to the major cities and according to the requirement of Banks.

**PURPOSE**

Customer service of banks and other financial institutions, especially those in public sector, leaves much to be desired. Perhaps, it needs to be revisited with a fresh perspective. The proposed 2-day Programme on, “Achieving Excellence in Customer Service” attempts to do this task. It examines the issue of service delivery and its quality from an analytical standpoint. It breaks down the entire issue into several logical components, using GAP Model of Marketing, and then looks at remedial measures in a modular framework. The Programme, inter alia, also discusses the outcome of service quality measures as well as the incidence of service failure and recovery.

**OBJECTIVE**

* To look at customer service and retention from marketing perspective to understand its various dimensions
* To apply GAP Model to service delivery and quality issues
* To examine remedial measures to service issues in a modular but inter-connected framework
* To address service failure and recovery
* To provide a comprehensive framework for achieving excellence in customer service

**CONTENT OVERVIEW**

* Customer Service and its linkages with unique features of Financial Services Marketing (FSM)
* Importance of Customer retention
* Service – Profit Chain
* Service Quality - GAP Model of Service Quality
* Outcome of Service Quality
* Service Failure and Recovery
* Determinants of Customer Satisfaction

**METHODOLOGY**

The programme will be highly interactive lectures, case studies, group discussion, experience sharing, Q & A session etc.Programme Pedagogy revolves around knowledge inputs and their immediate application at each stage by participants themselves in Group Discussion, to hone up their practical skills.

**TARGET GROUP**

* Middle and Senior level Officials in commercial banks, RRBs, Co-op. Banks, NBFCs and MFIsOfficials in financial services industry and Trainers.

**DURATION**

From **28th& 29th June 2017**(2 days) at Mumbai.

**VENUE**

Leadership Centre, Indian Institute of Banking & Finance,

Kohinoor City, Commercial II, Tower 1, 3rd floor,

Off LBS Margi, Kirol Road, Kurla (W), Mumbai – 400070.

(Nearest Rly stn. Vidya Vihar)

**TRAINING FEE**

Rs. 7,500 per participant plus service tax @15% i.e. Rs.1,125, aggregating to Rs. 8,625 (In case of TDS deduction, please send us TDS certificate). Programme fees may be remitted to the credit of Institute’s account with Bank of Baroda, details of which are given below:

* Name of the Bank branch: Bank of Baroda, Kurla (West).
* Account no: 19750200000806 IFSC code: BARB0KURLAX(0 is zero)
* (PAN No: AAATT3309D and Service Tax No. AAATT3309DSD002)

**The programme is Non-residential.**

In case any participant requests Hotel accommodation, the Institute may arrange in Kohinoor Elite Hotel (within 5 minutes walk from the Institute, contact no 022 61526152, 8879791094) at an all inclusive price of Rs. 5500 per day plus taxes for double occupancy and Rs. 4,500 plus taxes for single occupancy. The rates are only for IIBF trainees and include breakfast, lunch, evening tea and dinner. Four hour internet and free laundry for four pieces of clothing is complimentary**.**

**For further details and nomination please contact:**

|  |  |
| --- | --- |
| **Mr.Kavan Shah**  **Deputy Director**  **Phone: +91-22-25047011**  **Email: kavan@iibf.org.in**  **Mobile :+91 9819459496** | **Mr. Shailesh Suvarna**  **Junior Executive**  **Phone : +91-22-25047043**  **Email: Shailesh@iibf.org.in** |



**INDIAN INSTITUTE OF BANKING & FINANCE**

**(ISO 9001:2015Certified)**

**Kohinoor City, Commercial II, Tower 1, 3rd floor,**

**Off LBS Marg, Kirol Road,**

**Kurla (W), Mumbai – 400070.**

**NOMINATION FORM**

**Programme Title:Achieving Excellence in Customer Service**

Date: From **28th to 29th June 2017**(2 days) at Mumbai

Programme Type: **Non Residential**

Timing: 09.30 to 17.00hrs

Participants Nominated:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sl.No | Name (Mr./Ms./Mrs.) | Designation | Branch/Office | Contact No. | E-mail |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |

Bank/Organisation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pin Code: \_\_\_\_\_\_\_\_\_\_  
Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fee: Rs.7,500 per participant plus service tax @15% i.e. Rs.1,125 aggregating to Rs. 8,625(In case of TDS deduction, please send us TDS certificate)

Programme fees may be remitted thru NEFT to the credit of Institute’s account with Bank of Baroda, details of which are given below:

* Name of the Bank branch: Bank of Baroda, Kurla (West).
* Account no: 19750200000806 IFSC code: BARB0KURLAX(0 is zero)
* **(PAN No: AAATT3309D and Service Tax No. AAATT3309DSD002)**
* **Kindly narrate: Programme name; date “from …….to”; number of participant**

**Please send your nominations to:**

|  |  |
| --- | --- |
| **Mr.Kavan Shah**  **Deputy Director**  **Phone: +91-22-25047011**  **Email: kavan@iibf.org.in**  **Mobile : 9819459496** | **Mr. Shailesh Suvarna**  **Junior Executive**  **Phone : +91-22-25047043**  **Email: Shailesh@iibf.org.in** |