



INDIAN INSTITUTE OF BANKING & FINANCE

(An ISO 21001:2018 Certified Institute)

Professional Development Centre – Guwahati

Program on Customer Service and Grievance Redressal in Banks & Financial Institutions

“A Journey from Satisfaction to Loyalty”



In Virtual Mode

from 09th to 10th June 2026

Open to Members & Non-Members of IIBF

Self-sponsored individual registrations are also accepted.

Program coordinators: Mr. Rashmi Ranjan Rath & Nayandeeep
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Kamrup Metropolitan, Assam, 781001 Website: www.iibf.org.in

BRIEF BACKGROUND

Established on 30th April 1928 as a company under Section 26 of the Indian Companies Act, 1913, the Indian Institute of Banking & Finance (IIBF), formerly known as the Indian Institute of Bankers (IIB), is a professional body of Banks, Financial Institutions, and their employees in India. IIBF during its 97 years of service been actively involved in examination, training & academics. It has emerged as a premier institute in banking and finance education.

Considering the emerging requirements of finance professionals in the ever-changing dynamic environment, IIBF has been providing quality training. The programs are designed in consultation with industry experts and human resources personnel with an endeavour to address the skill gaps on a continuous basis.

The regular offerings in varied areas prepare the finance professionals ahead of the impending change. IIBF has state-of-the-art training facilities at its Leadership Centre at Mumbai, and it has four Professional Development Centers (PDCs) at Mumbai, Delhi, Chennai, Kolkata, Guwahati & Lucknow catering to the increasing demand for the focused training programmes.

ABOUT THE PROGRAMME

In the dynamic landscape of the Indian financial sector, delivering exceptional customer service is no longer optional—it's a strategic imperative. With increasing competition, rising customer expectations, and regulatory focus on fair practices, banks and financial institutions must continuously elevate their service standards and responsiveness.

This program focuses on enhancing service excellence and effective grievance redressal mechanisms in line with regulatory expectations, including RBI's guidelines and the Ombudsman Scheme.

Participants will gain insights into customer behaviour, service quality frameworks, and practical approaches to handling complaints. Emphasis will be placed on using empathy, communication skills, and technology to transform customer satisfaction into lasting loyalty.

OBJECTIVES

- **Enhance Service Delivery Standards** - To help participants understand the principles of customer-centric service, with a focus on responsiveness, empathy, and consistency. The program aims to build the skills needed to exceed customer expectations and create positive service experiences across all customer touchpoints.
- **Strengthen Grievance Redressal Mechanisms** - To equip participants with knowledge of regulatory guidelines, institutional policies, and best practices for effectively managing and resolving customer complaints. The objective is to ensure timely, fair, and transparent redressal that reinforces customer trust.
- **Foster Long-Term Customer Loyalty** - To highlight the importance of moving beyond satisfaction towards building lasting customer relationships. The program explores techniques to increase engagement, build emotional connections, and leverage feedback for continuous improvement and loyalty enhancement.

CONTENT OVERVIEW

- **Customer Service Fundamentals** - Understanding the principles of service excellence and building a customer-first approach.
- **Grievance Redressal Framework** - Overview of regulatory guidelines, internal mechanisms, and best practices for complaint resolution.
- **Journey from Satisfaction to Loyalty** - Exploring strategies to enhance customer experience and foster long-term loyalty.

METHODOLOGY

- Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences on ZOOM.
- Live sessions by Faculty shall be conducted and participants can participate in the sessions from home or office using Laptop/Desktop/iPad/Smart Phones.
- Login details for accessing the sessions shall be shared on registered mail ids of participants 24 hours before the program.
- 75% attendance is compulsory for issuance of certificate.

TARGET GROUP

- The program is ideal for banking and financial services professionals seeking to improve customer engagement and build a culture of trust and service excellence.
- Banks/FIs are encouraged to nominate in bulk.

DURATION

- 2 Days - From 09th to 10th June 2026
- Timings: 10.00 A.M. to 05.15 P.M. (First day kindly login by 09.45 am)

FEES

₹ 5000/- plus GST @18% (₹ 900/-) aggregating to ₹ 5900/- per participant
(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, Pan bazar, Kamarpatty, Baptist Church Complex, Guwahati, Assam 781001
SB Account No	:	44310223983
IFSC Code	:	SBIN0010756
PAN No.:	AAATT3309D	GSTN No.: 18AAATT3309D1ZR

In case of any quires, kindly contact

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**** Last Date of Registration is 06th June 2026 ****

To Register kindly email, the following details.

Sr. No.	Name (as required on certificate)	Institution Name	Branch/ Office/Department	Designation	Mobile No. (WhatsApp)	E-mail Id
1	Ms.					
2	Mr.					
Add additional rows as required						

Institution Details	
Name of Bank / FI	:
Address (where certificate is to be sent)	:
GST No.	:
PAN No.	:
Details of Nominating Authority	
Name	:
Designation	:
Mobile No.	:
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