



INDIAN INSTITUTE OF BANK MANAGEMENT

"A Centre of Excellence in the Service of Banks, FIs and their Customers"

(An Institute sponsored by RBI, NABARD and five PSU Banks)

Training program on "Advanced Program on Retail Banking Dynamics" October 23 – 25, 2024

Focus:

The program is designed to equip banking professionals with advanced strategies and skills to excel in Retail Banking by integrating understanding of retail banking products & services, effective marketing, customer relationship management (CRM), and customer service excellence. By focusing on the principles of customer service excellence, understanding customer needs, and integrating cross-selling strategies, participants will enhance their ability to build strong customer relationships, increase customer satisfaction, and drive revenue growth.

Programme Objectives:

Understand the fundamentals of retail banking operations and customer service. Learn techniques for building and maintaining strong customer relationships. Master the principles of effective cross-selling within a compliance framework. Enhance customer experience through digital and human touchpoints. Participants will gain insights into best practices in retail banking, cross-selling, and customer service excellence, enabling them to contribute more effectively to the overall success and customer satisfaction goals of their banks.

Learning:

- Comprehensive understanding of retail banking products and services.
- Understand the evolving retail banking environment
- Ability to identify and address diverse customer needs.
- Strengthen customer relationship management (CRM)
- Proficiency in delivering high-quality customer service.
- Competence in cross-selling products ethically and effectively.
- Ability to leverage digital tools to enhance customer service.
- Techniques for managing and resolving customer conflicts.
- Understanding of the regulatory environment impacting customer interactions.
- Strategies for continuous improvement in customer service excellence.

Pedagogy:

This course will be covered over a period of three days from Wednesday to Friday. The programme is based on highly interactive methodology. The courseware will include reading materials, presentation, case study and discussions.

For whom:

The program is designed for Branch managers, bank officers of Commercial Banks, RRBs, Co-operative Banks and SFBs who are directly engaged in customer interactions. It focuses on enhancing their role in delivering superior banking services and driving the growth strategies of their institutions.

When?

The programme will commence on October 23, 2024 (Wednesday) and conclude on October 25, 2024 (Friday).

Registration:

Participant shall be nominated by his/her organization through email: programme@iibm.ac.in. Online nomination is accepted through our website www.iibm.ac.in. **The last date for receiving nomination is October 21, 2024.** Nominating Authority shall send mobile number (WhatsApp) & email id of the nominee.

Fee:

	Fee	GST 18%	Total
Commercial Banks / Non Sponsor Banks	₹14,400/-	₹2,592/-	₹16,992/-
Sponsor Banks of IIBM viz. RBI, NABARD, SBI, UCO Bank, Union Bank of India, Indian Bank, Central Bank of India and Punjab National Bank	₹13,500/-	₹2,430/-	₹15,930/-
Cooperative Banks & RRBs	₹10,500/-	₹1,890/-	₹12,390/-

The all-inclusive fee per participant is as below:

“Payment of fees for all employees of RBI shall be borne by RBI, Guwahati. A copy of nomination letter may be sent to RBI Guwahati for facilitating payment on time.”

a. Details of our Bank Account are as follows:

Beneficiary Name	INDIAN INSTITUTE OF BANK MANAGEMENT
Bank A/c No	10821418158
A/c Type	S B A/c
MICR Code	781002037
IFS Code	SBIN0010669
Name of the Branch	IIBM Branch

b. While remitting online programme participation fee kindly advise us the following particulars through the email address mentioned above under registration.

Title of Programme including Commencement Date	Name of the Participant/s	Name of Bank/Organisation	Amt. of Fee	EFT/ NEFT UTR No.	EFT/NEFT Date

Program Coordinator:

Dr. Debojyoti Dutta, Faculty Member and the program coordinator, brings over 32 years of extensive experience in both practical banking and training. His deep expertise spans various facets of banking operations, management, and strategic growth. His passion for developing talent in the banking sector makes him an ideal leader for this training program. He can be reached at (+91) 7005476907.
