

### Other Programmes Scheduled in July 2018

S. No.	Programme	Date	Coordinator/s
1	Secure Coding Practices	02 – 06	Dr. V. Radha
2	Emerging Authentication Techniques	09 – 10	Dr. M. V. N. K. Prasad
3	Basic Course on Investigation of Banking Frauds	09 – 13	DR BM Mehtre, IDRBT & Shri P Vimaladitya, SVP NPA
4	IT Vendor Management	16 – 18	Dr. N. P. Dhavale
5	Cyber Defence for Banks	16 – 20	Dr. Rajarshi Pal
6	Data Centre Management	25 – 27	Dr. P. Syam Kumar
7	IT Operational Risk Management	Jul 30 – Aug 01	Dr. N. P. Dhavale
8	IT Operational Risk Management	Jul 30 – Aug 01	Dr. N. P. Dhavale
9	Payment Systems - Current Trends and New Initiatives	Jul 30 – Aug 01	Dr. N. V. Narendra Kumar

Please visit our website for more details on programmes at : [www.idrbt.ac.in/upcoming.html](http://www.idrbt.ac.in/upcoming.html)

#### Bank Account Details for Remittance of Fees

Account Name : IDRBT  
 Bank : Axis Bank Limited  
 Branch : Humayun Nagar (Mehdipatnam Ring Road) Branch, Hyderabad  
 Account Number : 426010100018823  
 IFSC Code : UTIB0000426  
 GSTIN : 36AAAAI0204K1Z4.

#### Programme Office

Please contact our Programme Office for organizing Customized Programmes and/or any other queries related to programmes:

**Dr. M. V. Sivakumaran**

Senior Domain Expert and Coordinator - EEDP

**Mr. K. Srinivas**

Administrative Executive

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# CRM for Senior Executives

Coordinator: Dr. V. Ravi

JULY 23 – 24, 2018



## CRM for Senior Executives

July 23 – 24, 2018

Coordinator: **Dr. V. Ravi**, Professor, IDRBT

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### Introduction

CRM is the most important part of any customer experience enhancement initiative. CRM ecosystem could complement fraud and risk mitigation endeavours of banks. CRM as an initiative should achieve business goals such as increasing the number of products per customer, propose the right offer to the right customer at the right time at the right price and optimize/reduce marketing budgets. This is a tailor-made programme to highlight the importance of operational CRM, analytical and, collaborative.

### Objective

To showcase the importance of CRM implementation which provides:

- ★ A consolidated view of customers across various products/services and transaction channels
- ★ The capability to consistently look at customers from multiple dimensions.

### Contents

- ★ Introduction to CRM
- ★ Introduction to Data Mining
- ★ Introduction to Data Quality
- ★ Business Benefits of Data Quality & Operational CRM
- ★ Campaign Management via UNICA-Case Studies
- ★ Analytical Reporting via Cognos BI-Case Studies
- ★ Analytics via SPSS Modeler/SAS EMiner/Oracle DM
- ★ Analytical Experience
- ★ Best Practices & Critical Success Factors for CRM

### Who Can Participate?

A mix of junior and senior executives (up to and including GM level) from cross-functional areas like business/marketing/planning/IT divisions, and a couple of branch managers. It targets regional/ zonal/circle managers too.

### End Use

Participants would be able to appreciate the nuances and benefits of CRM for banking.

### Faculty

Faculty of IDRBT, Guest Speakers from the Industry & Practitioners.

### Who Can Participate?

Officers of Banks/Financial Institutions/Insurance Sector who are working in and/or managing data centres. Level: Scale I to IV.

### Fee Details

#### Domestic Participants from

- ★ RRBs & Coop Banks : Rs. 15,340/- (Rs. 13,000/- + 18% GST)
- ★ All other Banks & FIs: Rs. 20,060/- (Rs. 17,000/- + 18% GST)

#### Foreign Participants from

- ★ SAARC Countries : US \$ 472/- (US \$ 400/- + 18% GST)
- ★ Other Countries : US \$ 708/- (US \$ 600/- + 18% GST)

### Nominations

Nominations should be sent to us latest by **July 09, 2018** by email to [program@idr bt.ac.in](mailto:program@idr bt.ac.in)

### Venue & Timings of Programme

**Venue:** IDRBT **Timings:** 9.30 AM to 5.30 PM

### How to Reach IDRBT

A major landmark near Masab Tank flyover is NMDC. IDRBT is located just behind NMDC. Google Pin: <http://bit.ly/IDRBT>

### Accommodation and Travel Plans

The boarding & lodging arrangements will be made at IDRBT, Hyderabad. The participants will be provided single occupancy a/c rooms.

**Check-in** : From 3.00 PM on Sunday, July 22, 2018.

**Check-out** : 7.00 AM on Wednesday, July 25, 2018.