



Institute for Development and Research in Banking Technology

(Established by Reserve Bank of India)

Castle Hills, Road No. 1, Masab Tank, Hyderabad-57, India.

e-Programme on

INTRODUCTION TO TECHNOLOGIES FOR CUSTOMER LIFECYCLE MANAGEMENT

June 01 - 03, 2020

Introduction

Customer lifecycle management (CLM) is crucial for any bank or a service firm. Technologies, especially, analytical models are quintessential in achieving higher revenues followed by higher profits on one hand and customer satisfaction & loyalty on the other. CLM is indeed an integral part of CRM. Many business problems in CLM can be formulated as predictive analytics problems thus paving way for a formidable presence of predictive analytics in service industries. The advent of social media and big data further cemented the requirement of predictive analytics in banks.

Objective

- To teach the bankers the necessity of approaching CLM through predictive analytics
- To prepare them for the next advanced course that involves rigorous hands-on sessions in classroom classes in the Center of Excellence in Analytics (CoEA)

Contents

- Introduction to CLM and CRM
- Introduction to Analytics and its variants
- Importance of Predictive Analytics in implementing total CRM via solving business problems such as (i) Default Prediction in different loans (ii) Customer Churn Modeling (iii) Customer Segmentation and (iv) Market Basket Analysis

Mode of Teaching

Online teaching plus learning inputs through reading material, videos, webinars, assignments, quizzes, online interactions and clarifications. Each e-programme will have three live webinars and course material will be made available in advance for study.

Who Can Participate?

Officers and executives up to DGM level from IT, Data Warehouse, Business Analytics wing, Digital Banking, Transaction Banking, Planning and Risk Management departments.

End Use:

Participant will (i) become aware and appreciate the importance of predictive analytics in CLM, in particular and CRM in general (ii) become torch bearers and leaders whenever their bank embarks on the grand journey of Analytical CRM (iii) be exposed to AI/ML techniques.

Programme Coordinator:

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Fees:

For Indian Participants

- RRBs & Coop Banks: Rs. 8,850/- (Rs. 7,500/- + 18% GST)
- All Other Banks & FI's: Rs. 11,800/- (Rs. 10,000/- + 18% GST)

For International participants

- US \$ 175 (per participant, All inclusive)

Bank Account Details For Remittance of Fees

The fees for this e-programme can be remitted to the following accounts:

For Indian Participants

Account Name : IDRBT
Bank & Branch : Axis Bank Limited, Humayun Nagar, Mehdiapatnam, Hyderabad
Account No. : 426010100018823
MICR Code : 500211012
IFSC Code : UTIB0000426

For International participants

Receiver's Correspondent Bank : JP Morgan Chase, New York, USA
Swift Code : CHASUS33XXX
Fed Wire Routing Number : ABA 021000021
Beneficiary Bank & Branch : Axis Bank Ltd., Mumbai, India
Account Number : 0011407376
Beneficiary Bank Swift Code : AXISINBB

Ultimate Beneficiary

Account Name : IDRBT
Customer ID : 030021632
Account No. : 426010100018823
Bank & Branch : Axis Bank Ltd., Jubilee Hills, Hyderabad, India. (AXISINBB030)

Nominations

Banks may nominate any number of participants to these e-Programmes, which may be accepted on a first-cum-first-served basis. While nominating, please provide the details of the participants (Name, Designation, Bank, Mobile No/Phone No, email address, fees billing address, GST No. of the Bank.)

Apart from nominations by banks, staff members of banks can self-nominate themselves for these e-Programmes by providing their employee credentials and paying the programme fee latest by **01-06-2020 (till 12.00 PM)**.

How to Register

The nominations for these e-Programmes, and queries if any, may please be sent to eprogram@idrbt.ac.in. Please visit <https://www.idrbt.ac.in/eprogrammes> for more details about these programmes.