



# 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

## RE-IMAGINING CUSTOMER ENGAGEMENT WITH CONVERSATIONAL CHATBOTS

January 11 - 13, 2021

---

### Introduction

From instantaneous translation to conversational interfaces, artificial-intelligence technologies are making ever more evident impacts on our lives. This is particularly true in the financial-services sector, where challengers are already launching disruptive AI-powered

innovations. To remain competitive, incumbent banks must become “AI first” in vision and execution by transforming the full capability stack, including the engagement layer, AI-powered decision making, core technology and data infrastructure, and operating model. If fully integrated, these capabilities can strengthen engagement significantly, supporting customers’ financial activities across diverse

online and physical contexts with intelligent, highly personalized solutions delivered through an interface that is intuitive, seamless, and fast. Throughout this e-programme, we will examine how banks can take an AI-first approach to reimagining customer engagement, understand the significance of AI chatbots in the banking sector and what exactly are the challenges in developing chatbots.

### Objectives

To provide the basic understanding of conversational chatbots for customer engagement, examples and the future.

### Contents

- Evolution and Potential benefits of Chatbot systems
- Key factors of a well-designed chatbot
- AI, ML and NLP-based technologies behind chatbot systems
- Open source tools to design a basic chatbot system
- Use cases

### Mode of Teaching

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

### Who Can Participate?

IT officers in banks and financial institutions, including officers involved in vendor management for ongoing support.

### End Use:

Participants will have a better understanding of the concepts and the steps involved in the development of conversational Chatbots. This programme will enhance knowledge about the technologies behind the popular Chatbots systems.

### Programme Coordinator:

**Dr. Mridula Verma**, Assistant Professor, IDRBT; e-mail: [vmridula@idrbt.ac.in](mailto:vmridula@idrbt.ac.in)

### 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 **January 10, 2021**.

## How to Register

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

\*\*\*\*\*

### e-Programmes in January 2021

S. No.	Name of the e-Programme	Date	e-Programme Coordinator	Last Date for Nomination
1	Security Operations Centre	04 - 07	Dr. V. Radha	Jan 03, 2021
2	Targeted Attacks – Detecting in early stages	05 – 08	Dr. B. M. Mehtre	Jan 04, 2021
3	Banking Preparedness and Digital Growth Amidst Pandemic	05 – 08	Dr. Susmita Mandal	Jan 04, 2021
4	Proactive Cyber Defence Strategies	11 – 13	Dr. Dipanjan Roy	Jan 10, 2021
5	Re-imagining customer engagement with conversational Chatbots	11 – 13	Dr. Mridula Verma	Jan 10, 2021
6	Introduction to Authentication Techniques	11 – 13	Dr. M.V.N.K. Prasad & Dr. N.P. Dhavale	Jan 10, 2021
7	Data Centre Management	18 – 21	Dr. P. Syam Kumar	Jan 17, 2021
8	Mobile Banking, Social Media Banking and Mobile App Security Testing	19 – 22	Dr. V. N. Sastry	Jan 18, 2021
9	Workshop on Registration Authority Operations	19 – 22	Dr. N. P. Dhavale	Jan 18, 2021
10	Emerging Technologies for Banking	27 – 29	Dr. Rajarshi Pal	Jan 26, 2021
11	Introduction to Governance, Risk and Compliance	27 – 29	Dr. Abhishek Kumar	Jan 26, 2021