



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

November 15 – 18, 2021

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.

Objectives

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

Contents

- Introduction to CLM and CRM
- Introduction to Analytics and its variants
- Introduction to ML techniques
- Importance of Predictive Analytics in implementing total CRM via solving business problems such as
 - Default Prediction in different loans
 - Customer Churn Modelling
 - Customer Segmentation and
 - Market Basket Analysis

Mode of Teaching

Online teaching plus learning inputs through reading material, videos, webinars, assignments, quizzes, online interactions and clarifications. The e-Programme is of 4 days. Each day there would be 2 live webinar sessions of 1-hour duration. 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

- become aware and appreciate the importance of predictive analytics in CLM, in particular and CRM in general
- become torch bearers and leaders whenever their bank embarks on the grand journey of Analytical CRM
- be exposed to AI/ML techniques

Programme Coordinator:

Dr. V. Ravi, Professor, IDRBT; e-mail: vravi@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 **November 12, 2021**.

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.

e-Programmes in November 2021

S. No.	Name of the e-Programme	Date	e-Programme Coordinator	Last Date for Nomination
1	Blockchain and Distributed Ledger Technology	08 – 11	Dr. N. V. Narendra Kumar	Nov 05, 2021
2	Introduction to Authentication Techniques	09 – 12	Dr. M.V.N.K. Prasad & Dr. N.P. Dhavale	Nov 08, 2021
3	Secure Financial Infrastructure	09 – 12	Dr. Susmita Mandal	Nov 08, 2021
4	5G & Internet of Things (IoT) for Banks	15 – 18	Dr. V. N. Sastry	Nov 12, 2021
5	Introduction to Technologies for Customer Lifecycle Management	15 – 18	Dr. V. Ravi	Nov 12, 2021
6	Proactive Cyber Defence Strategies	16 – 19	Dr. Dipanjan Roy	Nov 15, 2021
7	Data Centre Management	22 – 25	Dr. P. Syam Kumar	Nov 19, 2021
8	Cyber Security for Remote Working Scenario	23 – 26	Dr. Rajarshi Pal	Nov 22, 2021
9	Dark Web Monitoring for Threat Intelligence	23 – 26	Dr. B. M. Mehtre	Nov 22, 2021
10	Emerging AI/ML Technologies	Nov 30 – Dec 03	Dr. Mridula Verma	Nov 29, 2021
11	Security Operations Centre	Nov 30 – Dec 03	Dr. V. Radha	Nov 29, 2021

e-Programmes in December 2021

S. No.	Name of the e-Programme	Date	e-Programme Coordinator	Last Date for Nomination
1	Re-imagining Customer Engagement with Conversational Chatbots	06 – 09	Dr. Mridula Verma	Dec 03, 2021
2	Awareness on Payment Systems Vision 2021	06 – 09	Dr. N.V.Narendra Kumar	Dec 03, 2021
3	Explainable AI/ML for Banking	06 – 09	Dr. V. Ravi	Dec 03, 2021
4	Introduction to Hardware Security for Banks	07 – 10	Dr. Dipanjan Roy	Dec 06, 2021
5	Technologies for Financial Inclusion	14 – 17	Dr. M. V. N. K. Prasad	Dec 13, 2021
6	Security in Cloud Computing	14 – 17	Dr. P. Syam Kumar	Dec 13, 2021
7	Workshop on Registration Authority Operations	20 – 23	Dr. N. P. Dhavale	Dec 17, 2021
8	Privacy and Security Risks in Machine Learning	21 – 24	Dr. Rajarshi Pal	Dec 20, 2021
9	Targeted Attacks - Detecting in early stages	21 – 24	Dr. B. M. Mehtre	Dec 20, 2021
10	API Development	27 – 30	Dr. V. Radha	Dec 24, 2021
11	Basics of IT Vendor Management	28 – 31	Dr. Abhishek Thakur	Dec 27, 2021
