



INDIAN INSTITUTE OF BANKING & FINANCE

(An ISO 21001:2018 Certified Institute)

Professional Development Centre – West Zone

**Program on “Digital Transformation in Banking & Marketing for
Customer Service Excellence”**

In Virtual Mode

From 08th to 10th July 2024



Open to Members & Non-Members

Individual participants can also register for the programme at their own cost

Program Co-ordinators: Mr. Shiv Kumar Gupta & Shijoy Joseph

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Address: 192, Maker Tower, F Wing, 19th Floor, Cuffe Parade Mumbai - 400005.

www.iibf.org.in

BRIEF BACKGROUND

Established on 30th April 1928, IIBF which is an “Institute of the Bankers, for the Bankers and by the Bankers” has during its 96 years of service been actively involved in examination, training & academics and has emerged as a premier institute in banking and finance education.

Considering the emerging requirements of bankers in the ever-changing dynamic environment, IIBF has been providing quality training to bankers in select areas. The training programs are designed in consultation with the industry experts and human resources personnel with an endeavour to address the skill gaps on a continuous basis.

The regular offerings in varied areas prepare the banking professionals ahead of the impending change. IIBF has state-of-the-art training facilities at its Leadership Centre at Mumbai and it has four Professional Development Centers (PDCs) at Mumbai, Delhi, Chennai and Kolkata catering to the increasing demand for the focused training programmes.

ABOUT THE PROGRAMME

In an era where digital transformation is key to business success, understanding and implementing effective digital marketing strategies while ensuring service excellence and leveraging digital banking products are crucial for banks. This program aims to bridge the gap between digital innovation and customer-centric service, preparing banking professionals to thrive in a competitive market.

The "Digital Transformation in Banking & Marketing for Customer Service Excellence" program is designed to equip banking professionals with the knowledge and skills needed to leverage digital marketing effectively, ensure service excellence, and understand digital banking products such as Cards, ATMs, Mobile and Internet Banking, and PoS. As the financial landscape evolves, it is crucial for banks to adapt to digital advancements to enhance customer acquisition, retention, and overall service excellence.

This comprehensive training initiative is specifically aimed at banking professionals seeking to deepen their understanding and application of digital marketing within the sector. Given the rapid digital transformation in the financial industry, the program provides participants with essential skills to improve customer acquisition, retention, and service excellence through effective digital marketing strategies.

OBJECTIVES

The program aims at developing understanding among participants about:

- Enhancing the understanding and application of digital marketing in the banking sector.
- Improving skills in customer relations and service excellence.
- Aligning marketing strategies with regulatory and ethical standards.
- Familiarizing participants with digital banking products and their functionalities.
- Fostering a customer-centric mind-set within the organization.

CONTENT OVERVIEW

Digital Banking:

- Overview of digital products: Cards, ATMs, Mobile and Internet Banking, PoS.
- Digital banking operations and security.
- Enhancing customer experience through digital banking.
- Trends and innovations in digital banking.

Digital Marketing:

- Introduction to digital marketing, Understanding consumer behaviour and preferences.
- Customer journey: reaching and engaging the customer.
- Search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing.
- Formulation of strategies based on ethical and regulatory perspectives.
- Using analytics to gain insights into customer behaviour.

Service Excellence:

- Achieving service excellence.
- Strategies for superior customer service.
- Case studies on service excellence in banking.

METHODOLOGY

- Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences on ZOOM.
- Live sessions by Faculty shall be conducted and participants can participate in the sessions from home or office using Laptop/Desktop/iPad/Smart Phones.
- Login details for accessing the sessions will be shared on registered mail ids of participants 24 hours before the program.

TARGET GROUP

This program is designed for officials working in banks, especially those involved in branch banking and relationship management. It is ideal for banking professionals who want to enhance their digital marketing skills and understand the latest trends and strategies in the industry. (Banks may send their nominations in bulk.)

DURATION

3 Days - From 8th to 10th July 2024

Timings: 10.00 A.M. to 05.15 P.M. (First day kindly login by 09.45 am)

FEES

₹ 6000/- (Six Thousand only) plus GST @18% aggregating to ₹ 7080/- per participant
(In case of TDS deduction, please send us TDS certificate).

Programme fees may be remitted to the credit of Institute's account as given below:

Beneficiary Name	:	Indian Institute of Banking and Finance
Name of the Bank Branch	:	State Bank of India, Vidyavihar (West), Mumbai.
SB Account No	:	42895503864
IFSC Code	:	SBIN0011710
PAN No. : AAATT3309D	GSTN No. :	27AAATT3309D1ZS

(Kindly provide your GST Number in the nomination letter to facilitate raising of invoice)

In case of any quires, kindly contact

Mr. Shiv Kumar Gupta	Mr. Shijoy Joseph Vadasery
Zonal Head	Junior Executive
head-pdcwz@iibf.org.in	je.pdcwz1@iibf.org.in
Mob : +91 9555233865	Mob : +91 9820127826
Landline : 022 69437301	Landline : 022 69437302

**** Last Date of Registration is 05th July 2024 ****



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Nomination Form – For Individuals

Name of the program	: Digital Transformation in Banking & Marketing for Customer Service Excellence
Dates	: 08th July 2024 (Mon) to 10th July 2024 (Wed) – 3 Days
Time	: 10.00 a.m. to 5.15 p.m.
Program Type	: Virtual (Online) mode

Nominee Details

Sr. No.	Name	Designation	Mobile No. (WhatsApp)	E-mail	UTR No.
1					

***Login details of the program shall be shared on personal mail id of nominee.**

Fees - Rs. 6000/- (Six Thousand only) plus GST @ 18% aggregating to Rs.7080/- per participant (In case of TDS deduction, please send us TDS certificate)

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In case of any queries, kindly contact

Mr. Shijoy Joseph Vadasery Junior Executive Professional Development Centre – Western Zone - Mumbai Mobile : +91 9820127826 Email : je.pdcwz1@iibf.org.in	Mr. Shiv Kumar Gupta Zonal Head Professional Development Centre – Western Zone - Mumbai Mobile : +91 9555233865 Email : head-pdcwz@iibf.org.in
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Nomination Form – For Banks & FIs

Name of the program	: Digital Transformation in Banking & Marketing for Customer Service Excellence
Dates	: 08th July 2024 (Mon) to 10th July 2024 (Wed) – 3 Days
Time	: 10.00 a.m. to 5.00 p.m.
Program Type	: Virtual (Online) mode

Nominee Details

Sr. No.	Name	Designation	Branch/ Office	Mobile No. (WhatsApp)	E-mail (Personal)	E-mail (Official)
1						
2						

Name of Bank/ FI	:
Address	:
GST Details	:
PAN No.	:
Phone/Mobile of Nominating Official	:
E-Mail of Nominating Official	:

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Fees - Rs. 6000/- (Six Thousand only) plus GST @18% aggregating to Rs.7080/- per participant. (In case of TDS deduction, please send us TDS certificate)

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