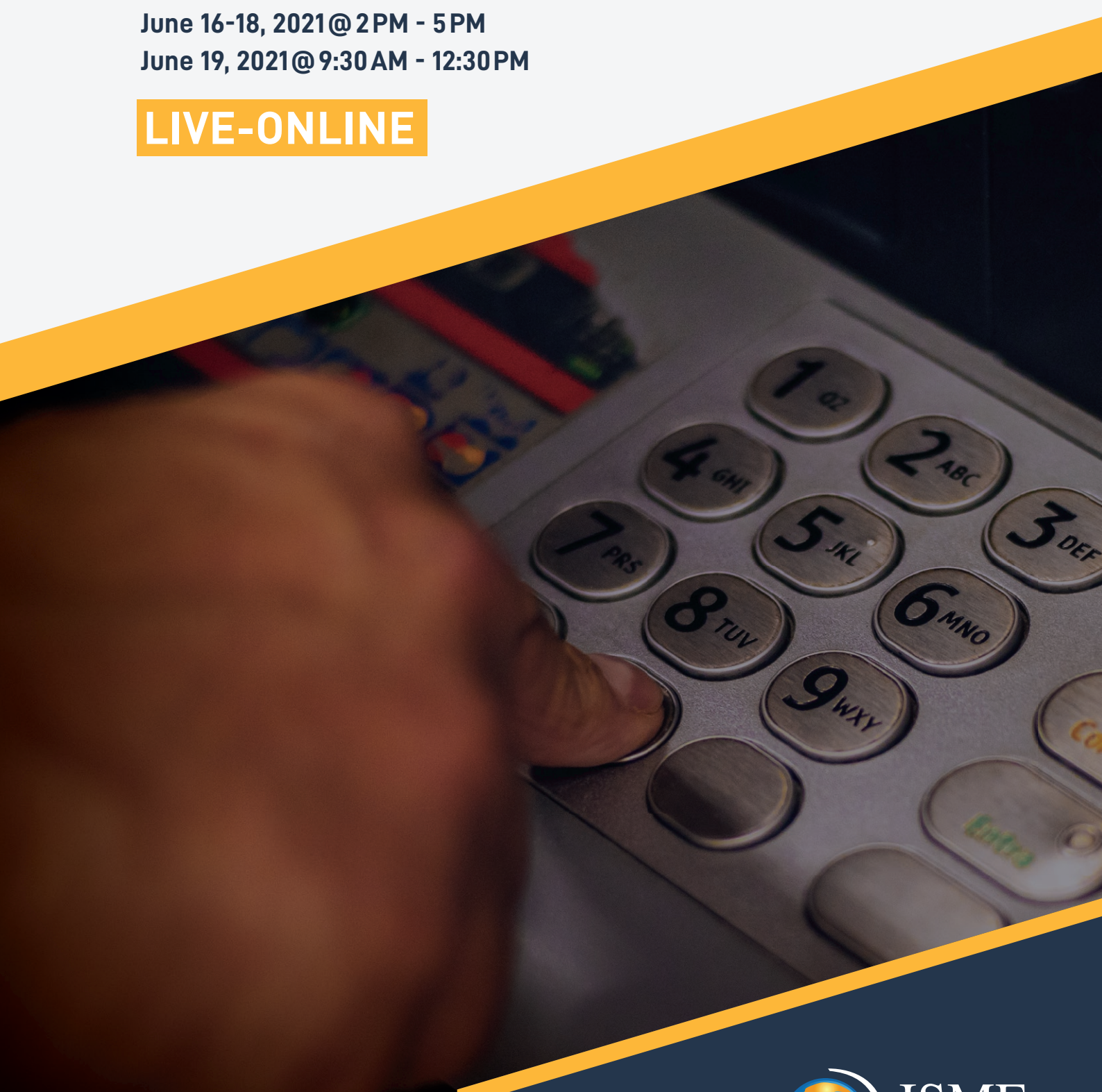


Enabling Effectiveness of Sales and Service in Retail Banking and NBFCs

June 16-18, 2021@ 2PM - 5PM

June 19, 2021@ 9:30 AM - 12:30PM

LIVE-ONLINE



ISME
Bangalore

Introduction



Banking and NBFCs today face pressures with aggressive competition from FinTechs and non-financial services firms, an explosion of new technologies, and soaring customer expectations. Tech firms such as Google, Amazon, Facebook and Alibaba, are venturing into the retail banking and NBFCs space and have the ability to disrupt profitable areas of the retail finance value chain with their substantial customer base and technological prowess.

To be a successful bank or NBFC of the future, these firms need to provide innovative solutions and improve customer engagement using traditional and digital channels. In India, some private players like HDFC, ICICI, Kotak have taken the lead in this. Through this program we bring you a perspective of the tools and techniques of these leading players that have helped them create effective and profitable retail branches.

Why Now?



- ▶ Increased digitization has commoditized the basic services of Banks and NBFCs
- ▶ Banks and NBFCs need to put more effort into providing a superior and differentiated customer experience
- ▶ Customers' expectations are being shaped by their interactions with branch day-to-day activities
- ▶ Tech companies provide excellent customer experience, and customers, in general, love the experiences of engaging with them
- ▶ Tech firms are technologically advanced, data-driven large firms that already have a huge base of retail customers

Target audience: Executives in Retail Banking and NBFCs

Program duration: 12 hours

Programme Objectives:

To Enable:

- ▶ Improved Cross Selling / Upselling Retail-finance products via Service
- ▶ Enhanced Customer engagement with Digital channels
- ▶ Creating sustainable banking relationships with an SSO focus
- ▶ Branch profitability

Modules:

- ▶ Leveraging Existing Customer Databases and Analytics
- ▶ Effective cross selling / upselling approaches
- ▶ Selling a product via service
- ▶ Identifying and removing customer fears of digital channels
- ▶ Service elements essential for sustainable relationships
- ▶ Operational Efficiency to deliver a 'wow' customer experience
- ▶ Critical aspects of branch profitability

Programme Delivery



The delivery of the program will be through interactive sessions involving case studies from practice of resource persons and multiple role plays.

For Enquiries <https://cutt.ly/DvTh8RY>

Program Fees:

For Corporate participation : Rs. 6,000/- per participant
For Academicians/Faculty : Rs. 3,500/- per participant
For Students : Rs. 2,500/-per participant

Profile of Resource Persons



Mr. Ganesh Devarajan

Mr. Ganesh Devarajan is currently the Senior Vice President and Zonal Head at a leading Private Bank. He has been a successful banker for the past 23 years and has been instrumental in the phenomenal growth of the zone. He has implemented several innovative solutions to improve customer engagement using both traditional and digital channels.



Vikku Agrawal

Vikku Agrawal brings with her over 20 years of experience in Financial Services and Retail Banking having worked with Thomas Cook, Bank of America and HDFC bank. Her last role was as Assistant Vice President HDFC Bank. She was head of a retail branch between 2006-10 and grew the branch from Rs. 45 Cr to Rs. 200 Cr. She has been a visiting faculty teaching courses in Banking and Finance at many management Institute and is currently an Assistant Professor at ISME.

For further details
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About ISME

ISME is a 15 year old business school located on Sarjapur Road, Bangalore founded by a group of alumni of CMU, Purdue and Wharton. ISME has been conducting Management Development Programs for various Private and Public Sector Institutions. Our faculty keep a keen eye on the frontiers of technology and latest management techniques to build their repository of knowledge and skills. ISME offers a PhD program in Management, PGDM with AICTE approval and NBA accreditation and undergraduate programs in Business Management and Commerce.