

# STATE BANK INSTITUTE OF CONSUMER BANKING

## WEB-SERIES

### Program on Customer Centricity in Retail Banking

*"From Mandate to Mindset"*



#### PROGRAM OVERVIEW

There is a paradigm shift in the manner of conducting business - from focusing on customer satisfaction to designing business with the customer being right at the centre. Competition is shifting from the institution's perspective to the customer's perspective. The Customer Life Journey needs to be mapped and aligned to the institutional goals, for it to become truly customer-centric. From physical ambience to emotional connect, the program moves from customer service to co-creating customer lifetime value.

#### TARGET AUDIENCE

This program is a must for all in customer-facing roles across the financial services sector.

#### PROGRAM OBJECTIVE

- Understanding the customer journey to evolve strategy, keeping the customer at the Centre
- Importance of exceptional customer service - applying techniques for better customer engagement

#### LEARNING METHODOLOGY

- Interactive sessions, Case discussions, Videos, Exercises;
- 6 Webinar sessions of 60 min each

#### LEARNING THEMES

- Retail Banking: Challenges & Opportunities
- Mapping Customer Centricity with Customer Life Cycle
- Accelerating Customer Centricity
- Instilling a Customer-Centric Culture
- Customer-Centric Approach
- Need for a Customer-centric Banking Model

#### CO-ORDINATOR DETAILS

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