



# STATE BANK INSTITUTE OF CONSUMER BANKING

## FLAG SHIP PROGRAMME

“From Mandate to Mindset”

## Programme on Customer Centricity in Retail Banking



### PROGRAMME OVERVIEW

- ~ There is a paradigm shift in successful organizations, from focus on customer satisfaction, delight and ecstasy, to simply designing the entire business around the customer.
- ~ The Customer Life Journey needs to be the focus of an organization's goals for it to become truly customer-centric.
- ~ The programme moves from customer service through customer experience to customer lifetime value, with discussions on physical ambience to emotional connect.
- ~ The programme commences with the challenges & opportunities in retail banking and how

### PROGRAM OBJECTIVE

- Understanding customer journey to evolve strategy, keeping the customer centre-stage
- Importance of exceptional customer service – applying techniques for better customer engagement

### LEARNING METHODOLOGY

- 3-day programme
- 6 Interactive webinars of 60 minutes each

**Who should attend?** – All officials in Customer facing roles in banks/FIs

### CO-ORDINATOR DETAILS

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