

## Virtual Program on Customer Education & Protection: Issues & Challenges



### Background:

Customer Service has great significance in the financial services industry. It is incumbent on the part of the Regulated Entities (REs) to constantly review the emerging and evolving needs of the customer service, in the context of evolving digital/technology driven products and distribution landscape. A customer centric approach and commitment to consumer education and protection should be driven from the top in the Regulated Entities. Clear, transparent, and consistent communication regarding products, services, follow-ups, service charges, etc. are very essential for seamless and hassle free customer service. It should be a constant endeavor of the REs to have robust institutional framework backed by appropriate technology for enhancing customer service supported by well-defined policies, systems and procedures oriented towards customer service, while simultaneously upgrading internal grievance redress mechanism and strengthen the overall consumer protection mechanisms in REs. The Regulator has taken a number of measures, including laying down an elaborate framework on customer service, Internal Grievance Redress mechanism in REs and setting up of a robust Integrated Ombudsman framework to address customer grievances apart from various customer education interventions, to achieve the overarching protection of customers of its REs.

### Objective:

The program will enable the participants to become well conversant with the institutional framework required for better customer service, customer protection and grievance redressal. The program will also provide opportunities to develop a better understanding on the emerging challenges arising out of digital products and digital banking with plethora of delivery channels in providing robust and convenient customer service.

### Program Highlights:

The Program will deal with the following:

- Customer Service and Consumer Protection – Institutional Framework with Regulatory Perspective
- Analysis of Customer Complaints and Grievance Redressal
- Financial Education – Need, Strategy and Approach
- Enhanced Customer Service & Safeguards with Use of Technology Tools
- Issues in Customer Service in the Financial Services

**Date:** July 16, 2025

**Time:** 09:45 AM to 05:45 PM

**Platform:** CISCO WebEx

**Type:** Virtual Program

**Fees:** Rs. 20,000/- + 18 % GST

For Nomination Form please visit our site [www.cafral.org.in](http://www.cafral.org.in)

**Last date for filing nomination**  
July 11, 2025

### For more conference details, contact:

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### Participant Profile

- Board Members of Banks and NBFCs
- Heads of Customer Service of Banks & NBFCs and their team members

### Program Conditions

- Program fee is payable before the program.
- Banks may depute another officer if the nominated officer cannot attend the program.
- Nomination may be cancelled up to five days before the program.

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