

Program on Customer Education & Protection: Evolving Trends, Role and Responsibilities



Background:

The operations of regulated financial sector entities have become increasingly complex while their technological capabilities have enabled them to offer a wide range of products and services. It also becomes incumbent on banks and NBFCs to create greater awareness of various products and services that would aid in building a more assured and protected customer base. In order to do so, regulated entities should have robust institutional & technological framework, well-defined policies and response mechanism, customer service culture and a zeal to create greater awareness of the appropriate financial products and services. This could also include enhancing customer experiences with requisite Customer Relationship Management systems, AI-powered chatbots, and data analytics tools to gain insights into customer preferences and behaviors.

Objective:

The program will focus on the need to ensure high standards of customer service, besides enabling participants to become well conversant with the institutional and technological framework required for enhanced customer service, customer protection and grievance redressal. The program will provide opportunities to develop a better perspective on addressing the challenges arising from complexities of products & services and technological issues that may often result in deficiency of services to customers.

Program Highlights:

The program will deal with the following topics:

- Regulatory perspective on Customer Service and Consumer Protection - Expectation from Regulated Entities
- Institutional framework for strengthening Grievance Redressal
- Financial Education – Strategy and Approach
- Technology tools for enhanced Customer Service & safeguards
- Issues and Challenges in Customer Service in the Changing Paradigm of Financial Services

Date: October 6, 2023

Time: 09:45 AM to 05.15 PM

Venue: Rendezvous, Hotel Taj Mahal Tower, Colaba, Mumbai

Type: Non - Residential

Fee: Rs. 20,000 + 18% GST

For Nomination Form please visit our site
www.cafral.org.in

**Last date for filing nomination
September 29, 2023**

For more program details, contact:

Jyoti Kumar Pandey

Senior Program Director

Mob: +91 88792 87444

Email: jkpandey@cafral.org.in

Pushpalata Nadar

Program Officer

Mob: +91 77095 75481

Email: pushpalata.nadar@cafral.org.in

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.

Centre for Advanced Financial Research and Learning (CAFRAL)

C-8 / 8th Floor, RBI Building,
BKC, Bandra (E),
Mumbai – 400 051
www.cafral.org.in