



# भारतीय रिजर्व बैंक

RESERVE BANK OF INDIA

www.rbi.org.in

CAB. No. 439 / 09.08.002 / 2018-19

April 18, 2019

Managing Director and Chief Executive Officers  
Of all Scheduled Commercial Banks

**Kind Attn: General Manager (Human Resources / Training)**

Madam / Dear Sir,

## **Programme on Customer Service (June 10-13, 2019)**

The Indian banking industry has entered a new era of heightened competition. Not only are there two new universal banks to contend with, but another ten 'small finance' banks and seven 'payment banks' have joined the fray. The competition for business is only going to get more intense. Only banks which keep laser-like focus on delivering superior customer service, leveraging technology, managing risks and complying with the evolving regulatory environment, can expect to come overcome the upcoming challenges.

2. Mindful of the growing importance of these issues, the College of Agricultural Banking, RBI – Pune, has scheduled a four-day training programme for frontline/branch-level officials of banks during **June 10-13, 2019**, at its campus in Pune. The objective is – to apprise the participants of regulatory and other aspects (human/behavioral, technology-related) related to customer service.

### **3. PROGRAMME OBJECTIVES:**

To provide relevant inputs on:

- Regulatory aspects of Customer Service
- Human/behavioral aspects of Customer Service
- ICT aspects of Customer Service
- Perspectives on Customer Service from practitioners

### **4. Contents of the programme**

- RBI Regulations and initiatives on Customer Service
- The Banking Ombudsman Scheme
- Code of Banks' Commitments to Customers and to MSMEs (BCSBI)
- Information and Communication Technology for better Customer Service
- Soft Skills for effective Customer Service

कृषि बैंकिंग महाविद्यालय, विद्यापीठ मार्ग, पुणे 411016 (महाराष्ट्र) भारत

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हिंदी आसान है, इसका प्रयोग बढ़ाइये ।

5. METHODOLOGY: Interactive lecture sessions, group work / discussions, experience sharing, case exercises.

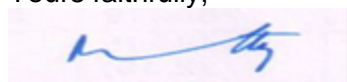
6. The **last date** for receiving nominations is **June 3, 2019**. The nomination form is also enclosed. The details of the fees are mentioned in the attached brochure. We hope that your institution will take advantage of this opportunity and nominate one/two officer/s to the programme.

7. The official(s) nominated for the Programme may be advised to report to the College in the evening of **June 9, 2019 (Sunday)** *only upon confirmation of the nomination from the College*. Participants may also be advised that it will not be possible for the College to accommodate their spouse/family members accompanying them. Further, they must invariably carry proof of identification with them while reporting to the college. The duly filled in nomination form (format enclosed) along with fee payment details may be sent to us by **June 3, 2019**. As the programme is scheduled to commence at 09:15 AM on June 10, 2019 (Monday), and conclude by 05:30 PM on June 13, 2019 (Thursday), the participants may be advised to plan their journey accordingly. We look forward to nomination from your bank.

8. If you have nomination related enquiries, you are requested to contact our Academic Section at 020-25582361, 25582364. The nominations may be emailed to [cabacademic@rbi.org.in](mailto:cabacademic@rbi.org.in) or Programme Director at 020-25582318/9987282650.

| IMPORTANT DATES TO REMEMBER  |                          |
|------------------------------|--------------------------|
| Programme Dates              | June 10-13, 2019         |
| Nomination to be received by | June 3, 2019             |
| Reporting at CAB             | June 9, 2019             |
| Completion of programme      | 5.30 pm on June 13, 2019 |

Yours faithfully,



(M Sundaramoorthy)  
Programme Director / Member of Faculty

Encl. As above