Campus Programme

3 Days

December 16 – 18, 2026

Artificial Intelligence-Enabled Customer Service in Banks

Programme Directors

Dr. Mahasweta Das Saha

Dr. Deepankar Roy



National Institute of Bank Management

Introduction

The rapid growth of digital technologies has transformed the banking industry, placing customer experience at the heart of competitiveness. Today's customers expect instant, seamless, and personalised service across multiple channels, without waiting in queues or navigating complex systems. To meet these rising expectations, banks are increasingly turning to artificial intelligence (AI) as a key enabler of smart, data-driven customer engagement. With the high acceptance of digital technology, banks need to focus on AI applications and customer analytics that leverage data analysis tools and techniques to better understand customer behaviours, preferences, and value.

Customer analytics for banks involves using data to understand customer behaviour, improve decision-making, personalise services, and drive profitability. The different applications of customer analytics in banking are customer segmentation, personalised marketing and cross-selling, customer lifetime value prediction, churn prediction and retention, feedback and sentiment analysis. It allows data-driven decision-making, fosters deeper customer relationships, and enables superior customer service.

This programme is designed to help banking professionals understand how AI can enhance both operational efficiency and customer satisfaction. It focuses on bridging the gap between technology and frontline service delivery, ensuring that participants not only appreciate AI as a concept but also learn how to apply it effectively in their daily work. This programme will begin with a thorough explanation of AI applications and data analytics techniques, followed by intensive discussions on strategies based on AI and customer analytics to strengthen digital transformation, technology adoption, data analytics capabilities, and utilise predictive analytics to identify customer needs and personalise cross-selling offers, fostering deeper relationships and enhancing customer satisfaction. Participants will gain insights into how chatbots, voice assistants, and predictive analytics are reshaping the customer service landscape. This program aims to equip bankers with AI and customer analytics skills who can efficiently participate in their bank's digital transformation journey. By understanding both the opportunities and challenges of AI-enabled customer service, participants will be better prepared to design, implement, and manage solutions that align with the bank's strategic goals and deliver exceptional customer experiences in a digital-first era.

Objectives

This programme has been designed to help bankers use customer data analytics to:

- Understanding the basics of customer service in banking
- Comprehending the role of AI tools and their applications in Banking
- Understanding the role of customer analytics and its applications in banking
- Build data analytics capabilities to enhance customer relationships
- Deliver superior customer experience and service quality using AI tools and analytics

Contents

The programme will have sessions on topics such as:



- Introduction to AI applications in Banking
- Marketing Strategies in the Digital Era
- Market research and customer insight
- Digital Marketing and Customer Acquisition Strategies
- AI in Banking: Customer Engagement and Relationship Management
- Social Media Marketing
- Search Engine Optimisation
- Introduction to Customer Analytics
- Customer Segmentation Strategies using analytics
- Customer Life-Time Value Prediction using analytics
- Managing e-service quality for superior customer service
- Sentiment analysis and opinion mining using NLP
- Customer Churn Prediction using AI/ML
- Gen AI for improving customer experience
- Generative AI Applications: Creating domain-specific Chatbots using Autogen
- Agentic AI for improving customer service
- New Technology Adoption

Pedagogy

The programme will be based on practical demonstrations, real-world case studies, data sets, and hands-on experience through which the participants will explore how AI tools can handle routine queries, anticipate customer needs, and provide real-time personalised solutions — allowing human staff to focus on complex or high-value interactions. Both academic faculty and industry experts will deliver the sessions. Participants will work in groups to devise potential strategies using customer analytics for developing new business development initiatives.

A completion / participation certificate will be given to the participant at the end of the programme provided he / she attends the programme for the mandated hours of engagement.



Who Should Attend?

The programme is designed for senior and middle-level bankers working in marketing, planning, data analytics & insights, customer analytics, digital transformation, digital marketing, digital banking, customer relationship management, social media marketing, customer experience, customer service, retail banking, product development, strategy, and IT/analytics. Managers, branch heads, zonal heads at the controlling offices, branch offices, and other departments can participate. Business leaders, managers, CMOs, product managers, marketing managers, software developers, consultants, data analytics, and digital marketing executives can also participate on an individual basis.

When?

December 16 – 18, 2026

The participants are requested to report at the venue by the evening of December 15, 2026.

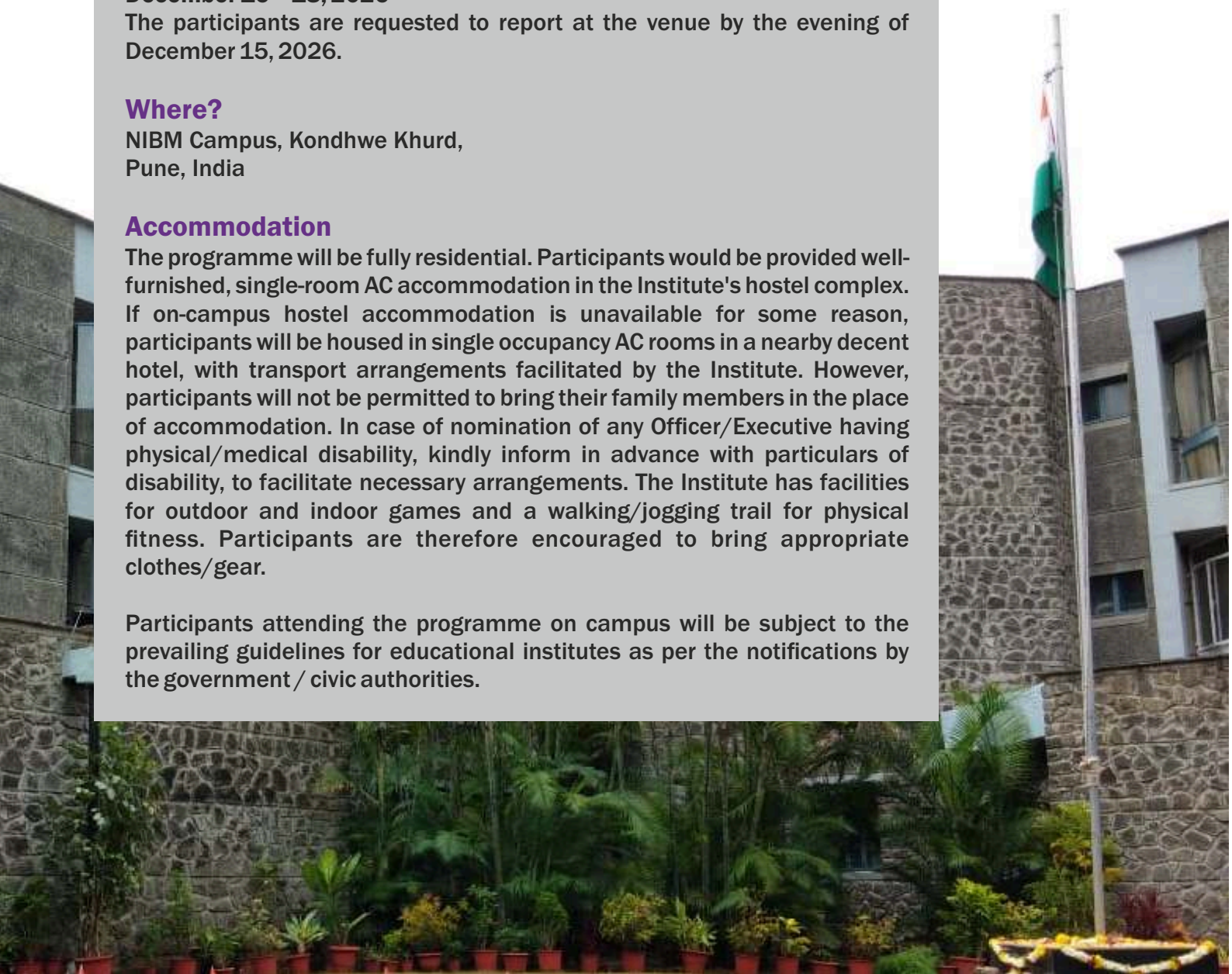
Where?

NIBM Campus, Kondhwe Khurd,
Pune, India

Accommodation

The programme will be fully residential. Participants would be provided well-furnished, single-room AC accommodation in the Institute's hostel complex. If on-campus hostel accommodation is unavailable for some reason, participants will be housed in single occupancy AC rooms in a nearby decent hotel, with transport arrangements facilitated by the Institute. However, participants will not be permitted to bring their family members in the place of accommodation. In case of nomination of any Officer/Executive having physical/medical disability, kindly inform in advance with particulars of disability, to facilitate necessary arrangements. The Institute has facilities for outdoor and indoor games and a walking/jogging trail for physical fitness. Participants are therefore encouraged to bring appropriate clothes/gear.

Participants attending the programme on campus will be subject to the prevailing guidelines for educational institutes as per the notifications by the government / civic authorities.



Nominations and Enquiries

Nominations are invited from both institutions and individuals from India and abroad. Executives working in banks / financial institutions / consulting firms / technology firms in the banking and financial services domain can also apply for the programme in their individual capacity.

Please address your enquiries regarding nominations and programme content to:

Programme Directors

Dr. Mahasweta Das Saha (Assistant Professor)

Dr. Mahasweta Das Saha is an Assistant Professor in the area of Strategic Planning Marketing & Control at NIBM, Pune. She has 19+ years of rich experience and has worked with reputed companies like PricewaterhouseCoopers (PwC), Whirlpool, Tripura University, and SIBM (Pune). She has completed her B.E. from NIT Trichy, MBA, and PhD from IIT Kharagpur. She has published eleven journal articles and numerous book chapters. Her scholarly work is published in ABDC 'A', 'B', and 'C' category and Scopus journals like Internet Research, Journal of Strategic Marketing, etc. She has edited a book published by Bloomsbury and completed a funded minor research project awarded by the prestigious ICSSR, New Delhi. Her teaching and research areas include strategy, marketing, and operations management of banks and financial institutions.

Email: mahasweta_saha@nibmindia.org; Tel: +91-20-6904 6141 (D)

Dr. Deepankar Roy (Associate Professor of FinTech and Information Systems)

Dr. Deepankar Roy is an Associate Professor of FinTech and Information Systems in NIBM, Pune. He holds an MTech in Computer Applications from the Indian Institute of Technology (IIT) Dhanbad and a PhD in Payment Systems from the University of Pune. His research and training interests include Digital Public Infrastructure, FinTech, Blockchain Technology, Artificial Intelligence, Cybersecurity and Digital Financial Inclusion. He has published more than 15 research papers in journals ranked in ABDC A, B, and C categories and indexed in SCOPUS. Dr. Roy has delivered talks on Central Bank Digital Currency (CBDC) and cryptocurrency regulations and has participated in international forums and conferences organised by the Federal Reserve Bank of New York, New York City, and the University of Florence, Italy, in May 2023 and May 2025. He has undertaken research and consultancy assignments for several renowned national and international organisations, including GIZ, Germany; Tufts University, Boston, USA; the Commonwealth of Learning, Canada; the Ministry of Finance, Government of India; NABARD; and various banks. Since June 2025, he has been a member of the IT Strategy Committee of the National Credit Guarantee Trustee Company Ltd. (NCGTC) under the Ministry of Finance, Government of India. He also provided guidance to the Ministry of Finance, Government of India, in developing a concept paper aimed at facilitating cashless payments in India during May–June 2015. Dr. Roy brings nearly 25 years of academic experience, with professional expertise spanning corporate training, research, consultancy, and teaching.

Email: d_roy@nibmindia.org; Tel: +91-20-6904 6136 (D)

Enquiries related to programme registration, accommodation, etc. may kindly be addressed to:

Programme Office

National Institute of Bank Management
NIBM Post Office, Kondhwe Khurd,
Pune 411048 (India)
Email: trainings@nibmindia.org / progofficer@nibmindia.org
Tel: +91-20-69046000 (Board) / 69046214 / 6166 / 6210 / 6211
WhatsApp: 7887884083 (Messages Only)
Website: www.nibmindia.org

REGISTER NOW

(In case of difficulty in accessing the link, kindly advise your IT department to whitelist nibmindia.org domain in the firewall)

Last Date for receiving nominations : December 6, 2026

Last Date to avail 'Early Bird Discount': December 1, 2026

Discounts for bulk nominations:
5% for 6-10 nominations
10% for 11-19 nominations
15% for 20 nominations and above

5% 'Early Bird' discount for nominations received at least 15 days before the start date.

Fees and Modes of Payment

US$ 1200 for foreign participant

FEE *(per participant)*	*Fee (₹)*	*GST*	*Fee+GST*	*TDS*
Member Banks	33000	5940	38940	3300
Non-Member Banks	39000	7020	46020	3900
Individual Nominee	39000	7020	46020	—



The fee includes the cost of tuition, teaching material, lodging facilities, etc. (GST @ 18 % and TDS @ 10%. Kindly send the TDS certificate on priority to NIBM).

As per the resolution of NIBM's 86th Finance Committee meeting held on January 31, 2023, all organisations / banks are required to make the full payment for all their nominations prior to the commencement of the respective programmes / workshops.

Note: Foreign Bank Charges/SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the brochure is to be paid to NIBM, net of all bank charges.

Modes of Payment

For Indian Participants

The fee may be transferred by RTGS/NEFT/ECS to our A/c No 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GST No. 27AAATN0040P1ZJ.

For Foreign Participants (Mode of Remittance: SWIFT)

1.	Name & Address of our Bankers	: Punjab National Bank C-2, Shop No. 4-5, Bramha Estate Kondhwe Khurd, Pune 411 048 Maharashtra, India
2.	Name of the Beneficiary	: National Institute of Bank Management
3.	NIBM's Bank Account No. with Punjab National Bank	: 11281131004402
4.	Bank's Swift Code	: PUNBINBBDIB
5.	Preferred Currency	: USD
6.	Correspondent Bank of Punjab National Bank	: WELLS FARGO BANK NA
7.	Punjab National Bank A/c No. with Correspondent Bank	: 2000193007918
8.	Swift Code with Wells Fargo Bank	: PNBPUS3NNYC
9.	IFSC	: PUNB0108810

For all electronic/digital remittances, kindly send a confirmatory email to accounts@nibmindia.org giving details of the remitter, participant, workshop dates, title of workshop, etc.

Payments will be accepted ONLY through electronic mode. Cheques / DDs / Pay Orders will not be accepted.