



Presents

C4C

CUSTOMIZING FOR CUSTOMERS (C4C)



Date : June 3rd, 2021
Venue : Virtual Summit

Any organization worth its reputation from almost every industry invests a lions share of its investments into only one thing Customer...Customer and Customer. It is this customer around whom the products, processes, people, marketing, experience and almost every aspect of the business revolves around. Every organization constantly tweaks, burnishes and re-define its entire strategy to make sure that the King called customer is satisfied so as to ensure a steady flow of its business and prosperity.

Today is a day of specialists. Technology has been the biggest boon for all the segments in this area. Coming to the BFSI sector, where the possibility of differentiation is quite limited owing to strong regulation, it is the spirit of customer enrolment, customer specialization, Customer preference and finally customer satisfaction. It is this technology which has also ensured that the customers expectations are also set higher and higher in terms of benchmark. CMOs, Chief Customer Heads, Innovation heads, HR heads, IT heads, Operation heads, Sales heads and SBU heads are all faster targeting the customer with specialization.

1. A strategic Conference with panels' exhibition and focused videos with games.
2. A series of fireside chats with sector specific experts and service providers
3. A series of gaming competitions and skills to determine how organizations are strategizing Customer Customization.
4. A market access program for all the BFSI CXOs and the series providers to come together.

There are several technologies which have made it possible to bring laser sharp focus on the customer and create strategies revolving around the customers. The Insurance sector today has transformed from wellness to illness while the banks have started playing a role of retailer than banker in view of strong competition from other sectors while the capital markets have gone into super specialized products.

Banking Frontiers is bringing together some luminaries from the BFSI sector and the Technology products and services providers to create an ongoing concept to promote customer Specialization and experience in the financial services and the fintech sector. This concept will be called as C4C and will have some interesting components such as:



Schedule C4C Conclave

10.00 - 10.05 hrs	Welcome Address by Babu Nair, Publisher, Banking Frontiers
10.05 - 10.25 hrs	Keynote Address by Guest of Honour
10.25 - 10.40 hrs	Address by Chief Guest
10.40 - 11.30 hrs	Panel I - Encircling and enticing the customer: AI, ML and Analytics.
11.30 - 11.45 hrs	Tea Break & Visit to Stall
11.45 - 12.05 hrs	Industry Presentation
12.05 - 12.25 hrs	Industry Presentation
12.25 - 01.05 hrs	Panel II - Making it Easy: Welcome to the Automation world
01.05 - 02.00 hrs	Lunch Break
02.00 - 02.45 hrs	Panel III - Frictionless Experience and Trust the Business Accelerator
02.45 - 03.25 hrs	Panel IV - New Realms in Engagements
03.25 - 03.40 hrs	Tea Break & Visit to Stall
03.40 - 04.10 hrs	Fireside Chat with Editor Banking Frontiers
04.10 - 04.15 hrs	Closing Remarks



TOPICS

Encircling and enticing the customer: AI, ML and Analytics.

This session will cover how organizations are strategizing to directly or indirectly establish their mindshare around all the needs of their customers. This will involve strategies involving Analytics, AI and Machine learning where we would discuss about how a combination strategy is used by the organizations in putting together a compelling story for the customer to capture his mindshare.

Making it Easy: Welcome to the Automation world

Robotics and process automation have ensured that organizations need not duplicate processes and at the same time have a smooth experience and onboarding within minutes. IT also ensures that the organizations get a quick turnaround time and minimized the errors in processes. Let's learn more about how Robotics empower the BFSI sector and what have organizations innovated in their processes using RPA. We can talk Risk, Customer Onboarding, Lending, Settlements, Operations, Claims, Disbursement, Cheque processing and much more.

Creating the Reward Bond:

Rewards and gifts are the most important attractions for most of the customers. The technology has not just enabled newer realms in rewarding but at the same time ensured that the rewards can be interoperable and converted into cash and cashbacks. Brand EMI is another loyalty coming up. This session can have some interesting players in rewards, loyalty and from Brand EMI as well as Card pos and gateways partnering to share what's new for the sector and the BFSI sector can share what are the innovations in this area.

On Board and Remote

This session will be a special session which will speak about new realms in the world of customer identification, acquiring and onboarding. With a Digital shift the industry is posed to relook at the way customers are engaged with and onboarded to give them a wonderful experience for better share of their wallet and upselling to their products and services. With the advent of no-touch and totally digital engagement, the organizations have also found solace in totally digital engagements right from onboarding to servicing. This session will talk about remote branches, remote engagements, processes, security and trust building and much more to make this remote engagement a reality.



New Realms in Engagements

Sales processes and CRMs have redefined the marketing and customer acquisition space. However, they have much beyond that in the value chain to customize the communications, engagements and also provide newer possibilities for engagement with the customers. In this session, we will explore what is engagement next with the customer.

Reimagining Pricing - the Relationship way

Relationship pricing has been an established tool to have a maximum customer stickiness. Reading profiles, understanding preferences and pricing accordingly which is a individual skill set has been given the technological edge. While it was once the service provided to wealth management customers and the select few, it is today a necessity for empowering different ranks of customers with specialized pricing and specialized offerings. Where pricing doesn't work, value creations do. This session will discuss the re-imagining of pricing the relationship way.

Redefining Contact Centres

The old image of contact centre and back offices have totally gone for a spin. The new age data center is an intelligent data center which is Phygital where the technology throws options and it is delivered by technology in some areas and physically by the agents in most of the areas. What drives this digital journey? How can it be made more experiential and align with the offerings of the digital transformation age? How can AI power all the silos and divert calls into IVR to Chats and make just the right calls reach the right contact centers. What are the prospects of Voice+Video contact centers powered by AI and ML?

Frictionless Experience and Trust the Business Accelerator

Trust is the foundation of interaction with any financial services customer. In addition to this, the customer prefers it to be as frictionless and as less cumbersome as possible. How are organisations making their engagements frictionless and at the same time ensuring trust to their customers? What kind of technologies aid this? How can this be used as an accelerator to grow the business in BFSI organisations?

Emerging C4C Models

Technology is evolving and so are the new models of business. Tomorrow is an age of Digital currency and there is a strong thrust on personalisation and Retail business kind of enrolment models in the ecosystems. TO add to it is a hyper personalised instant world which is open to experimentation, fast failure and fast learning and tweaking. What kind of tech and business models will emerge out of this? What is the new role of technology in this? What new alliances can be possible? What new ecosystems are being built? What new Regulations are needed?



Advantages to Sponsors:

- Listening to industry leaders on the pain areas and the solutions worked around it
- A distinct opportunity to share panels with leading BFSI CXOs
- Opportunity to interact with Industry luminaries
- Understand the future demands of the financial sector
- Finnovative options to make your presence felt through this event

Sponsorship Opportunities

	INR	USD
Platinum Partner	₹900,000	\$15,000
Gold Partner	₹700,000	\$10,000
Silver Partner	₹500,000	\$7,000
Focused Web Panel Discussion	₹450,000	\$7,000
Product Launch at the Event (1 Slot Available)	₹500,000	\$7,000

Presentation options:

15 Minutes Video Interview of CEO Side Lines + Web	₹250,000	\$3350
10 Minutes Case Study Presentation	₹250,000	\$3350
15 Minutes Fireside Chat	₹300,000	\$4000
45 Minutes Panel Slot Participation (part of the panel Discussion)	₹280,000	\$3700
15 Minutes Video Interview of CEO at the Conference	₹400,000	\$5400

Branding Opportunities:

2 Minute product videos in between Sessions (3 times)	₹200,000	\$2700
Company Logos on Banking Frontiers website	₹50,000	\$675

Long Term remembrance opportunities:

Exhibition Stall Options & Pricing Opportunities:

Standard	₹65,000	\$850
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* All Prices above are exclusive of taxes @ GST 18%

Please reach out to following Managers to have an elaborate discussion on the program. Please contact for more information:

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