

Seminar on CRM for Corporate Banking



(L-R) Samik Roy, M D Mallya, V K Ramani

Corporate bankers look at the technology solutions that would assist in managing corporate customer relationships so as to meet the challenges posed before banks consequent to corporate banking gaining heightened focus in India. In this context, Indian Banks' Association (IBA) and Oracle India Private Ltd jointly organised a seminar on 'Customer Relationship Management (CRM) for Corporate Banking' at Hotel Taj President, Mumbai on September 12, 2008.

The opening remarks by Dr K Ramakrishnan, chief executive, IBA highlighted the fact that the factor of intense competition within the banking industry has brought in many new opportunities for banks. The needs of the Indian corporates have shifted along with the changes in the economic and business scenario. On one hand, the supply chain requirement of the corporates is increasing and on the other, their customer base is widening with increased cross-border trade. In his keynote address M D Mallya, chairman and managing director (CMD), Bank of Baroda

briefed on the relevance of corporate banking in the current economic times. V K Ramani, executive director (ED) of Axis Bank, shared the challenges faced by banks in implementing corporate banking. Retail banking has received most of the attention in the last three years from automation standpoint, specifically around customer management applications. Considering the importance of the corporate banking business in the years to come, it is high time that the bankers look at technology, which understands the precise business requirements of each corporate customer and offers him the product and services that may best suit his needs. Samik Roy, regional director, CRM, Oracle South Asia spoke on the CRM for corporate banking giving information on Oracle's corporate banking solution which focuses on gaining better insight into the business, improving productivity and improving customer satisfaction that finally results in increased profitability of banks. This was followed by a volley of questions from the participants.