

# Virtual Program on Customer Education & Protection: Developing Trends and Responsibilities

## Background:

The increasing range and complexity of financial products and services can act as a barrier to comprehension and decision-making by consumers. Clear, transparent, and consistent communication regarding products, services, follow-ups, service charges, etc. are, therefore, very essential for establishing trust and fostering enduring customer relationships. A financially aware and vigilant consumer is best placed to handle emerging threats such as phishing, SMS scams, deep fakes and more. Lack of proper understanding can impede consumers' ability to navigate the financial landscape effectively, leaving them vulnerable to fraud. While we have made good progress in our objective of enhancing consumer awareness, it is incumbent on the part of the regulated entities to 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. The focus of the top management of regulated entities should be on nurturing a customer centric approach and commitment to consumer education and protection.

## 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:

- Customer Service and Consumer Protection – Regulatory Perspective and Institutional Framework
- Analysis of Customer Complaints and Grievance Redressal
- Financial Education – Strategy and Approach
- Technology Tools for Enhanced Customer Service & Safeguards
- Issues in Customer Service in the Financial Services

## Program Conditions

- ◆ Program fees need to be paid before the Program.
- ◆ Nominations may be cancelled up to 5 days before the Program
- ◆ Banks may depute another senior officer if the nominated officer cannot attend

**Date:** June 12, 2024

**Time:** 09:45 AM to 05:45 PM

**Platform:** CISCO WebEx

**Type:** Virtual Program

**Fees:** Rs. 20,000/- + 18% GST

For Nomination Form please visit our site [www.cafral.org.in](http://www.cafral.org.in)

**Last date for filing nomination  
June 06, 2024**

**For more program details,  
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## Participant Profile

- Board Members of Banks, FIs and NBFCs.
- Heads of Customer Service of Banks, FIs & NBFCs and their team members.

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