

WORKSHOP ON CUSTOMER RELATIONSHIP MANAGEMENT

A.A. KANWAR

College of Management Sciences

PAF-Karachi Institute of Economics and Technology

E-mail: kanwar@pafkiet.edu.pk

Realizing the importance of banker customer relationship for organizational success, The Bank of Punjab assigned the task of organizing a workshop for its 30-Karachi based officers on “Customer Relationship Management” to Business Solutions and PAF-Karachi Institute of Economics and Technology. The workshop was held at PAF-KIET City Campus on Sunday June 11, 2006. It was facilitated by Ms. Fatima Ali, a graduate of PAF-KIET, presently working with Standard Chartered Bank and Mr. Azam Rathore.

The facilitators stressed the pivotal role of the customer and the need to understand the relationship dynamics to build up a loyal and profitable customer base. The participants were familiarized with the concepts and applications of customer relationship management theory and its use by the banks in developing profitable and long lasting relationships with customers. The value of courtesy; positive attitude; skills; telephone manners and smooth handling of complaints was highlighted. Reliability; responsiveness; assurance; coupled with empathy tangibles and prestige result in a life long relationship between the bank and its customers. Several real life cases were discussed and exercises carried out. A survey was also conducted on Bank of Punjab employees’ loyalty and job satisfaction that showed a highly positive response from the participants.

Mr. Liaqat Durrani, Managing Director, Banking Services Corporation, State Bank of Pakistan was the chief guest at the certificate awarding ceremony.