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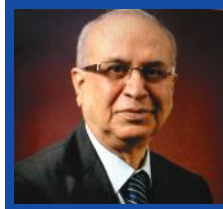
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Digital TRANSFORMATION & Business Evolution



BUSINESS SUMMIT 2019

16th February, 2019

Knowledge Partners

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Digital Transformation and Business Evolution

PANEL 2: Customer Engagement Trends in Financial Service:

PROGRAM SCHEDULE

16th February, 2019

While there are longstanding competencies and know-how that are required for business to succeed and achieve industry-leading financial performance, digital transformation requires advanced capabilities that organizations need to achieve and establish mastery around.

Capabilities on disruptive technologies, platform structures and business models, digital services mastery, and digital innovation are the crucial components that every organization must acquire to quickly adapt in the fast-paced technology transformation in the business world.

If an organization is in the digital transformation for a number of years now, looking through the progress, measuring upgrowth and benchmarking across the peers in the industry surely is a must. Well, how do we assess our business up growth? What are the key fundamentals? What capabilities that are new from the business as usual? These are the key questions that must be clearly defined and understood as these will make us realize how important digital transformation is to being ahead from our competitors, be lean and efficient, keep our existing and acquire new customers by engaging with them across multiple channels as we modernize our organization.

PANEL 1: Innovative Marketing Practices

The persistent belief that innovation is primarily about building better products and technologies leads managers to an overreliance on upstream activities and tools. Being able to adapt to consumer behavior and new technologies while maintaining a strong customer focus is essential to great marketing. Creating an incredible customer experience means giving consumers what they may not even yet realize they want. How do IKEA, Virgin America, Instagram, Netflix, and L'Oréal use innovation in their marketing campaigns? Effective digital marketing requires that brands have the ability to adapt to change, and to grasp new opportunities. Being able to innovate allows brands to conceptualize new ideas and put them into practice.

Technological developments are both disrupting and transforming the financial services industry (FSI) with customer experience being the clear driver and catalyst for change.

Customer experience is the product of an interaction between a customer and an organisation over the duration of their relationship. It is governed by the customer journey, the brand touchpoints with which the customer interacts and the environments (digital or brick and mortar) where those interactions take place.

The financial services industry has seen more disruption in the last few years and continues to face significant challenges as new players are seizing the opportunity to enter these markets and new models emerge.

Panel 3: Leveraging Digital HR for Organisational excellence:

The era of true digital disruption has finally hit HR, transforming the way HR delivers solutions to employees. HR remains at the forefront of the move to digital and the cloud in the workplace. The barriers between work and personal life are dissolving through the use of mobile devices. Mobile has become the channel of preference for workers, giving organizations an opportunity to drive adoption of mobile HR technologies to an extent rarely seen with traditional HR platforms.

Imagine integrated apps that can manage time and attendance automatically; pinpoint every appointment and meeting location; deliver on-demand video learning to participants in a new project; send messages to a team when someone is running late for a meeting; monitor stress levels and recommend when it is time to take a break; and even review plans and offer intelligent recommendations. This is the new vision for digital HR—integrating SMAC technologies to redefine the employee experience and make work easier, real-time, more productive, and more rewarding—while, we hope, improving work-life balance.

The impact of design thinking may be most profoundly experienced with digital "application."

Registration	09.00hrs – 10.00hrs
Inaugural	10.00hrs – 11.15hrs
Tea Break	11.15hrs – 11.45hrs
Panel Discussion – I	11.45hrs – 13.15hrs
Lunch Break	13.15 hrs – 14.00hrs
Panel Discussion – II	14.00hrs – 15.30hrs
Tea Break	15.30hrs – 15.45hrs
Panel Discussion – III	15.45hrs – 17.15hrs

REGISTRATION FEES

The registration fees payable is as per the following categories:
Academicians/Professionals in Industry **Rs. 500**
Research Scholars/ Students **Rs. 200**
The duly filled registration form, along with demand draft (in favor of 'Institute of Technology & Science' payable at Ghaziabad) needs to be submitted.

ORGANIZING COMMITTEE

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Co Convener

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ABOUT THE INSTITUTE

I.T.S is a leading Management & IT institute located in the National Capital Region. Established in the year 1995, the institute has gained considerable recognition as the centre of excellence in the area of Management & IT for education, training and research. The institute conducts regular post graduate and undergraduate programmes like PGDM, MBA, MCA, BBA and BCA. This summit is a part of the series of activities undertaken by the institute in its efforts to bring academics and industry together in 'Creating a Thinking a Professional Order'