

## WINNING CUSTOMER ENGAGEMENT, THE WAY OF RECOVERY MANAGEMENT

**DIBAKAR LENKA**

CHIEF MANAGER  
UNION BANK OF INDIA  
STAFF TRAINING CENTRE  
BHUBANESWAR-751030  
ORISSA,INDIA.

---

### ABSTRACT

It is strongly believed that after sale of loan products we somewhere lacking our post sale service activities, annual maintenance contract as demanded in any lender-buyer transaction in a competitive environment. Truly there is no **investment into the relationship at a lender-borrower** level. Straight way after few telephone calls, visits, notices, we adopt the legal and coercive measures and detract a valued customer from our fold. When getting the deposit from the public and lending the same is the basic and fundamental duties of the bank, there is no way out than to lend. So the bank management should aims debt recovery as a customer retention tool than a detracting factor. Thus the bank should adopt the practice of true business partner in the business of the customer till the recovery of loan. This will not only improve the relationship and investment between lender and customer but also image and value of the institution. The article is prepared basing on secondary data and information available in various media

Amidst all challenges, Bank has to ensure that its customers remain delighted in services and did not fall in the hands of competitors. A loyal customer always a friend and advocate for further expanding the business. Appropriate customer centric approach and case specific channel for recovery is essential for building a bond as lender –customer. Banker's activities are categorized as a) Shaping assets b) Tuning assets and c) Shading assets for managing recovery in better way.

**KEYWORDS:** assets, cgtmse, ecgc, monitoring, npa, shading, shaping, tuning.

---

### REFERENCES:

1. The Economic Times, 3rd October 2015
2. Improved debt collection with BI: An ICICI Bank case study S. D'Souza, Reporter
3. Rethinking Debt Collection Analytically: As the regulatory and legal environment turns more hostile, debt collectors need to use customer analytics to understand who will ultimately pay and who will not. By Thomas J. Miller Apr 21, 2014
4. Debt Collections Standards in India, Citibank Code for collection of dues & Repossession of Security: Version Eleven April 2014
5. Code for Collection of Dues and Repossession of Security, I.C.9901 dated 11.04.2014, Union Bank of India)
6. RBI circular on "Recovery Agents by Banks" dated April 24, 2008