



**Gujarat Technological University**  
(Accredited with A+ Grade by NAAC)

**GTU School of Management Studies**

**Report On “Expert Session on Digital Customer Relationship Management in FinTech”**

1) **Title of Event:** Digital Customer Relationship Management in FinTech

2) **Type of Event:** Expert Session

3) **Date, time and Venue of the Event:**

Date: 18<sup>th</sup> May 2026

Time: 02:00 PM – 04:00 PM

Venue: Computer Lab, GSMS

4) **Description of the Event:**

The expert session organized by Gujarat Technological University School of Management Studies focused on the topic “Digital Customer Relationship Management in FinTech.” The session was conducted by Pranav Veerani, who shared practical and industry-oriented knowledge regarding modern CRM systems and digital technologies used in the FinTech sector. The session was specially designed for MBA FinTech students to help them understand how digital transformation is changing customer interaction, business communication, and financial services.

The session began with an introduction to Customer Relationship Management (CRM) and its importance in modern businesses. The speaker explained that CRM systems help companies manage customer interactions, improve customer satisfaction, and maintain long-term relationships. In the FinTech industry, most customer interactions happen digitally through mobile applications, websites, emails, social media, and chat support systems. Therefore, digital CRM has become an essential tool for improving customer experience and increasing business efficiency. Students also learned about customer data management, marketing automation, and customer retention strategies used by financial companies.

One of the major practical topics discussed during the session was HubSpot CRM. The speaker explained that HubSpot CRM is a cloud-based platform used for customer communication, sales management, lead tracking, and marketing automation. Important features such as contact management, sales pipeline monitoring, email marketing, analytics dashboards, and customer tracking were discussed in detail. The speaker also explained the advantages of CRM systems, including automation, centralized customer information, better communication, and improved productivity. However, concerns regarding data privacy, cybersecurity, and implementation costs were also highlighted.



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Another important topic covered in the session was AEO (Answer Engine Optimization), which was introduced as an advanced form of SEO focused on AI-powered search and voice assistants. The speaker explained how businesses can optimize their content so that AI systems can directly answer customer queries related to banking, loans, investments, and financial services. The session also included discussions about E-book Websites and Hostinger. Students learned how e-book platforms can be used for digital learning, financial education, and online business opportunities, while Hostinger helps businesses create and manage websites through web hosting and domain services.

The session concluded with valuable insights into the future of digital finance, customer engagement, artificial intelligence, and automation in the FinTech industry. The speaker emphasized that customer experience has become one of the most important competitive advantages for modern businesses. Companies providing personalized services, fast support, and smooth digital experiences are more likely to achieve long-term success. Overall, the expert session was highly informative and helped students connect theoretical concepts with practical applications of CRM and digital technologies in real business environments.

### **5) Expert and his Brief Speech:**

Mr. Pranav Veerani is a seasoned digital growth consultant, entrepreneur, and digital marketing trainer with more than seven years of industry experience in SEO, performance marketing, social media strategy, AI-driven automation, and lead generation. He is the Founder of FSIDM – Full Stack Institute of Digital Marketing, where he mentors students and professionals through practical, industry-oriented digital marketing training. With expertise in modern AI tools, analytics, branding, and digital strategy, he has successfully worked with startups, enterprises, and service-based organizations, making him a valuable industry expert for today's aspiring management and marketing professionals.

### **6) Number of Participants:**

A total of 22 students of MBA (FinTech) 2<sup>nd</sup> semester attended the workshop.

### **7) Flyer of the Event:**



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**Expert Session**  
on

**Digital Customer  
Relationship Management in  
FinTech**

*with Eminent Speaker*

**Mr. Pranav Veerani**  
Founder, Trainer & Consultant  
FSIDM, Ahmedabad



 18<sup>th</sup> May, 2026 (Monday)

 Computer Lab

 02:00 PM to 04:00 PM

Invited By  
Dr. Rajesh Jain  
Director - GSMS

Coordinator  
Dr. Neela Multani  
Assistant Professor - GSMS

Locate us @ : GTU SMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway,  
Chandkheda, Ahmedabad Gujarat

 @GTUSMS

### 8) Feedback of the Event:

- The session enhanced students' understanding of digital customer relationship management and modern FinTech business tools.
- Students gained practical insights into HubSpot CRM, AEO, eBooks platforms, and website hosting technologies.
- The expert session helped bridge theoretical knowledge with real-world applications of CRM and digital customer engagement in the FinTech industry.



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### 9) Photograph of the Event:



### 10) Social Media Post:



### Report Prepared by:

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### Report Edited by:

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