

Customer Oriented Services Marketing

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Introduction

Services sector has emerged as the dominant sector contributing significantly to the GDP of the country. More and more employment opportunities are being created in the services domain. India is on the fast track to become a service oriented economy. Technological developments in the recent years have made the delivery of services to the customers easier and faster. Still the issues of delivery of quality services, understanding the customers, their behaviour and providing customer satisfaction remain and are challenge to the services providers. This two day programme is designed to provide an insight on the significance of customer orientation for services companies (both public and private sectors) in Banking, Insurance, Communications, Transport, Hospitality, Healthcare and Public Services and also to study strategies so as to bring about excellence in Services Marketing.

The programme would utilize a judicious mix of methods which includes:

- ✓ Classroom sessions by instructors from industry and academics
- ✓ Case discussions: The participants are expected to analyze, discuss, and suggest suitable course of action for the situation in the assigned case;
- ✓ Group – exercises and presentation on ideas from the readings and articles given to the participants.
- ✓ Games and Role- plays.

Who will benefit?

Senior & Middle Level Managers, Officers from Marketing, Sales and Customer Care Departments from various Public and Private Sector Services Organizations, and Government Organizations.