

Customer Relationship Management – Road to Profitability

[November 21-22, 2019]

Mr P Mahesh and Dr S Vivek - Programme Directors

Introduction

In recent years, there has been a significant shift in the balance of power between the consumer and the organizations providing them products and services all over the world. Business the world over, is struggling to sustain competitiveness in a rapidly globalizing economy. The fact is that it costs company five time to attain a new customer than to maintain an existing one. The key to profitability and to maintain sustainable competitiveness is to build long-term and effective relationships with the customers.

Programme Objectives

The objectives of the programme are to

- Sensitize the participants about the strategic approach in business environment.
- Outline various e-marketing Strategies.
- Understand key components in Building e-marketing strategies.
- Evaluation framework in measuring the impact.

Pedagogy

The programme would utilize a judicious mix of methods including

- 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

Target Participants

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