



### About IPE :

Institute of Public Enterprise, Hyderabad is an autonomous non-profit society devoted to sustained and systematic study of issues relevant to the formulation, implementation, review, monitoring and assessment of policies and programs concerning public enterprises. It is a fast growing B-School with its unique approach of grooming the right talent to the industry and responsible citizens to the society.

Over the last five decades, the Institute has transformed itself into an institution that is engaged in a multi-faceted activity comprising management education, research, management training and research in management & social sciences. IPE has developed from being a research and training organization to an internationally regarded educational institution. IPE is recognized as 'Centre of Excellence' in social science research by Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Government of India in the year 1976.

The Institute is governed by a body of eminent professionals, academics and administrators with Shri. K Madhava Rao, IAS (Retd.), as the President of IPE. Prof S Sreenivasa Murthy, Director of IPE is an exceptional academician with more than two decades of experience and he has been recently appointed as a Vice-Chairman of Association of Indian Management Schools (AIMS), Telangana Chapter.



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# INSTITUTE OF PUBLIC ENTERPRISE

Estd: 1964

(Under the aegis of ICSSR, MoE, GoI)  
OSMANIA UNIVERSITY CAMPUS, HYDERABAD



## A Two Day Workshop on Customer Acquisition and Retention Strategy May 17-18, 2024

### Customer Acquisition



VS

### Customer Retention



Workshop Director  
**Prof Padmaker Jadhav**

Venue :  
**INSTITUTE OF PUBLIC ENTERPRISE**  
Osmania University Campus, Hyderabad

## Introduction :

Every business is dependent on customers and hence it is vital for sustainable growth to attract new customers and keep our existing ones engaged.

Join us for an immersive two-day workshop designed to equip you with the strategies, techniques, and tools necessary to excel in acquiring and retaining customers. This workshop will provide you with actionable insights and practical knowledge to enhance your customer acquisition and retention efforts.

## What you will gain:

- Actionable insights: Gain practical knowledge and proven strategies to implement immediately.
- Interactive exercises: Participate in hands-on activities to solidify your learning.
- Networking opportunities: Connect with other business professionals and share experiences.
- Workshop materials: Take away valuable resources for future reference.

## Outline of the Workshop

It is a two-day workshop and the topics that are going to be covered during the workshop are as follows:

1. Learn proven techniques for targeted marketing and lead generation, explore innovative strategies to reach your target audience.
2. Discover ways to nurture leads and build trust by understanding the psychology behind customer decision-making. (Leads into Loyal customers).
3. Analyse market trends and consumer preferences and identify important factors in influencing customer acquisition.
4. Building Customer Loyalty.
5. Enhancing Customer Satisfaction and Customer Experience.
6. Case studies of companies with outstanding customer experience strategies and cases related to why customers drift away from companies.
7. Measuring Retention efforts through data analysis of current customers, customer engagement, and increase the customer lifetime value. (Upsell and cross sell)

## Who Should Attend:

Business Owners and Managers, Marketing and Sales Professionals, Customer Service Managers, Faculty of Business Management, anyone looking to grow their customer base and boost revenue.

**Nominations:** Contact Prof Padmaker Jadhav @ 9848351364 OR Mail to padmaker@ipeindia.org with name, designation, contact number & E-Mail ID of the participants, along with payment details.

**Certificate of Participation:** A 'Certificate of Participation' will be issued to each participant after the successful completion of the workshop.

**Workshop Fee :** The workshop is non-residential. Rs. 5000/- per candidate (plus 18% GST for the workshop) for 2 days inclusive of lunch, tea and snacks. Accommodation for outstation participants will be facilitated at IPE Hostel on payment basis @ Rs 1500/- Plus 18% GST per participant (on twin sharing basis).

The payment can be made through demand draft drawn in favour of "Institute of Public Enterprise", payable at Hyderabad OR Online, the bank details are furnished below :

**Bank A/c Name : Institute of Public Enterprise**

**Bank A/c No. : 52198267621**

**MICR Code : 500002342**

**IFSC Code : SBIN0020071**



## Workshop Director:

### Prof Padmaker Jadhav

Prof Padmaker Jadhav is an accomplished corporate trainer, mentor, researcher and an accomplished academician. He is currently working as a Professor at Institute of Public Enterprise. He has over all 32 years of experience out of which he spent 21 years with TATA AIA LIFE INSURANCE CO LTD. His areas of interest are Customer Relationship management, customer acquisition, People development, Team development and Consumer behavior. He has been awarded a certificate related to "Customer Relationship management" from IIM-Bangalore (Swayam online certification). He has published articles in various journals, attended seminars and chaired panel discussions.



## Resources for the Workshop

### Shri Nishit Shah- CEO - Assetnx

Nishit Shah has an excellent track record of driving growth and success in building customer-centric and high-performance businesses.

Nishit has over 2 decades of experience in Business Development and Sales managing large and complex businesses across various industries spanning IT (Hardware, Enterprise), Insurance, Online and Education. In his last role, he worked for Dell Technologies Ltd heading the UK Channel Business, one of the largest sales operations based out of Dell office, Hyderabad.

A MBA in International Business and Marketing, Nishit loves travelling, swimming and spending time with his loved ones.



### Dr. V. Jayashree, MBA, Ph.D.

Associate Dean, Vishwa Vishwani Institute of Systems and Management

A passionate facilitator and mentor with around three decades of academic experience.

Dr. V. Jayashree is Ph.D. from Osmania University in the Strategic Management, Masters in Business Administration (MBA) in Marketing and a Mathematics graduate with a teaching experience of over 28 years teaching various courses in the area of Marketing like Marketing Management, Services Marketing, Marketing Research, Consumer Behaviour, Marketing Metrics besides other business courses. Has been involved in various institution building activities which include managing the academic program, examinations, implementing the 'Outcome Based Learning' initiative, managing statutory audits like NBA, NAAC, and SAQS.

Dr. Jayashree has published and presented research papers and case studies in reputed journals.

Dr. V. Jayashree was nominated by the US Consulate, Hyderabad to represent India for a three-week workshop to the US as a part of their International Visitors Leadership Program (IVLP) on "Contemporary Challenges in Higher Education" in Oct-Nov 2011. There was representation from 18 countries. She is currently a US Consulate Alumna.



### Dr M A Nayeem

Assistant Professor, Institute of Public Enterprise

With over a decade of experience in academia and in Financial Industry Dr. Nayeem has trained a diverse range of professionals in area of Business Statistics, Finance, and Analytics. He has conducted engaging sessions in various development programs, enhancing the skills of 500+ participants. He efficiently managed academic planning and regulatory compliance, ensuring adherence to AICTE, UGC, and MHRD regulations. His expertise in Python Programming and Tableau Desktop equipped 300+ Professionals with practical skills, preparing them for real-world challenges in their area of business. Dr. Nayeem has published several articles in various journals and has attended many National and International seminars.