

MDP 18: Customer Relationship Management (CRM) in Digital Age

Introduction

Today in this dynamic digital environment organizations are becoming increasingly more competitive and are looking at various innovative practices to stay ahead of competition. Managing the relationship with business partners is one of the most important critical aspects for any business today and is a complex task. This program will help the participants in understanding the significance of these business relationships as well have the practical guidelines to create and maintain the same.

Benefits of attending

- Understanding the philosophy of customer relationship management
- Learning about loyalty and relationship programs
- Understanding various types of relationship challenges and innovations
- Deciphering the dynamics of creating long lasting relationships

Program Contents

- Need for Relationships
- Who is a customer
- Why Satisfied/Loyal Customer
- How to gain a Loyal Customer
- Introduction to CRM
- CEM (Consumer Experience Management)
- How to Build Lasting Customer Relationships
- Managing Service
- SERVQUAL Model
- Moment of Truth-Handling Customer
- Customer Lifetime Value

Pedagogy

Case Studies, Role-plays, Exercises and Presentations

For whom

Customer Interaction/ Customer facing, Relationship Executives

Duration

2 Days

Program Directors

Ruchi Malik



Prof. Ruchi Malik presently is working as an Assistant Professor at Apeejay School of Management, Dwarka. She has done her M. Phil in the area of Retail from Department of Business Economics, University of Delhi. She has around 14 years experience in teaching and research. She has presented papers in international as well as national conferences. She has also contributed a review paper, which was published in a journal of international repute. Her key areas of interest are: Marketing Management, Retail Management, Research Methodology, Consumer Behaviour and Loyalty Management.

Preeti Suryawanshi



Prof. Preeti Suryawanshi is Assistant Professor at Apeejay School of Management, New Delhi, India in the area of Marketing. She has over 11 years of experience in academics. She has presented and published a few papers in national and international conferences of repute. Her areas of interest are Branding, Business Education in India, Use of Digital Marketing and Social Media in conventional and non-conventional areas. She is an Electrical Engineer, has done her MBA in Marketing and has submitted her Ph.D. in the area of Business Education in India.