

Customer Service Strategy

Profiting through Value Creation, Customer Satisfaction, Loyalty, and Relationship



Programme Director:
Prof. Prafulla Agnihotri




Programme Dates:
October 09 - 11, 2023



Programme Venue:
IIM Sirmaur, Himachal Pradesh

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INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Rampur Ghat Road, Paonta Sahib,
Himachal Pradesh-173025

OBJECTIVES:

- To identify key issues, challenges, and opportunities to enhance the value proposition to the customers.
- To establish the connectivity between market orientation, customer satisfaction, market based management and profitability and design the strategies to make this happen.
- To verify the hypothesis that customer service can be a profit center.
- To identify the main drivers of customer delight and design a strategy to deliver them; and
- To understand the main pillars of Customer Relationship Management (CRM).



PEDAGOGY:

Concept discussions, case studies, experience sharing, assignments and small group workings for developing strategies for better customer service.



WHO MAY ATTEND:

All senior executives/ managers who are in charge of customer service /sales or marketing functions.



KEY TOPICS:

- Customer orientation of business and managing customer loyalty
- Customer analysis and value creation
- Customer satisfaction and dissatisfaction: concept and value
- Customer focus and profitability
- Profit impact of customer retention
- Customer service – profit centre and not cost centre
- Building and managing life-long relationship with the customers
- Customer Analytics



PROGRAMME DIRECTOR:

Dr. Prafulla Agnihotri holds a Master's Degree in Management Studies (M.M.S.) from the University of Mumbai and Ph.D. in International Marketing Strategy area from Jamnalal Bajaj Institute of Management Studies, Mumbai.

Before joining IIM Sirmaur as Director, he was associated with Indian Institute of Management (IIM) Calcutta as Professor of Marketing. He was also the founder Director of IIM Trichy. He has over thirty years' experience in the industry - in sales, marketing and training as well as academics. He was also a visiting faculty with Euromed, Marseille Provence (an EQUIS Certified B-school), and CERAM, Sophia Antipolis, France. He has co-authored a book titled Principles of Marketing with Philip Kotler and Gary Armstrong.

As a professional corporate trainer, he has been conducting corporate training programmes for over twenty-five years and has conducted several programmes in sales, marketing, strategy, and customer care and CRM areas. Using his knowledge of applied behavioural sciences, which he has gained in Indian Society for Applied Behavioural Science (ISABS), he has conducted several programmes in Communication Skills where the emphasis is more on 'empathic communication' to understand others with an open mind. Some of his clients include Tata Motors, TMTC, Thermax, Indian Oil Corporation Ltd, Eureka Forbes Ltd, Dena Bank, Chetan Foundries Ltd, etc. to name a few. He has served two terms on the Board & Audit Committee of SBI Mutual Funds, a joint venture of SBI and Amundi of France.

PROGRAMME DETAILS

- **Duration** : October 09 - 11, 2023
- **Programme Commencement** : 9:00 AM on 9th October, 2023
- **Programme Conclusion** : 4:00 PM on 11th October, 2023
- **Venue** : IIM Sirmaur Campus
- **Accommodation (For Residential participants only)**
 - **Check in:** 8th October, 2023 (6:00 pm onward)
 - **Check out:** 11th October, 2023

PROGRAMME FEES

- **Residential (R):** INR 35,000/- plus taxes and surcharges as applicable.
- **Discount on Programme fees:** A discount of 10% on the fees can be availed by an organization if it nominates at least 4 participants for this particular MDP.

HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimsirmaur.ac.in>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTR No./relevant transaction details through email, so that we can connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.
- For all other details on administrative matters please e-mail to mdpoffice@iimsirmaur.ac.in



IIM Sirmaur Proposed Campus



IIM Sirmaur MDP Experience

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Sirmaur will be provided till 11th October, 2023. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: Participants of IIM Sirmaur's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Sirmaur' status.

HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Paonta Sahib, in Himachal Pradesh. The distance of Paonta Sahib from Jolly Grant Airport Dehradun is 78.5 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 5 hours and 30 minutes from Delhi Airport to reach Paonta Sahib. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

NEARBY TOURIST DESTINATIONS

- Gurudwara Paonta Sahib Ji : Situated within the city
- Kalesar National Park : Located 13 km away
- Renuka Lake: Located 47 km away
- Mussoorie : Mussoorie is a hill station located 87 km away
- Haridwar : Haridwar is a holy city situated 105 km away



Our correspondence address is as follows:

MDP Office

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Phone: 01704-277367

Email: mdpoffice@iimsirmaur.ac.in | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

**For all other details on administrative matters please refer our website
www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in**