

Creating Customer Value through CRM

A Management Development Programme (MDP) on ‘**Creating Customer Value through CRM**’ was held at CMS Business School on 14 March 2015.

Facilitated by **Dr. Padmini Sundaram**, who has been recently awarded a Doctorate in Philosophy for her thesis on Financial Regulations, shared her experience on how the purpose of a business is to create a customer who again creates business and build relationship with them.

The event drew enthusiastic response from across professional, academicians and students.

