

CMS Business School

JAIN UNIVERSITY

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Presents

One Day Workshop
on

"Creating Customer Value through CRM"



Event Highlight

The availability of demographic, lifestyle and psychographic data, business intelligence systems, internet, and other customer access techniques is enabling marketing teams make customer care a reality rather than just a vision. Companies no longer want to treat their customer base as a homogeneous collection of revenue-generating units; they want to – or rather, must – get up close and personal with each of them individually.

It is said that acquiring new customers costs a company 5X more than retaining one! In a world where there are a number of companies vying for the customer's attention, it is imperative for a company to develop a healthy and mutually beneficial relationship with its customers.

CRM takes a holistic view of the customer by trying to understand the total value of each customer over their entire life cycle rather than on a transaction-by-transaction basis. This allows businesses to serve the customer better and maximize profitability through increased loyalty.

Best suited for

This program has been designed for :

- Post graduate students, specializing in MBA.
- Entrepreneurs who want to adopt CRM concepts, processes and tools
- Academicians

Program Content

This session aims to blend academics and some of the best industry practices related to CRM. At the end of the session, the participants should be in the position to understand:

- Concepts and tools of CRM
- CRM processes and strategies
- Technology in CRM : e-CRM (including analytics)
- Applications of CRM

The workshop will involve International and domestic case studies (case studies discussed will be from the areas of FMCG, E-Commerce, automotive, banks and financial services) role play and activities. The essence of this MDP is built around an interactive and dynamic environment where ideas and thoughts can flow freely.

About the Speaker

Dr. Padmini Sundaram has beeBM, Pune. She has recently been awarded a Doctorate in Philosophy for her thesis on Financial Regulations.

Prior to setting up an independent financial investment and training practice in 2012, she has worked in management positions with Banks like HSBC Private Bank and ICICI Bank. She has also trained at the prestigious Wealth Management Institute, Singapore.

Dr. Sundaram has successfully blended practice with training and has been a visiting faculty at Symbiosis International University, Chennai Business School and MITCON. She has been a mentor for the seminal Goldman Sachs Women Entrepreneur Program run at Pune by SIIB in association with ISB Hyderabad.

Date & Time: Saturday 14th March 2015, 09:30 AM - 4:30 PM

Venue: Lecture Hall 1, CMS Business School, JP Nagar

Nomination to be sent to

Mr. Arun Kumar Rajput
Manager CR & Placements

CMS Business School

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