Customer Experience: Today and Tomorrow

Date	June 5 2021
Time:	10 am
Venue:	Virtual Zoom
Section:	Marketing Specialization Students
Batch:	2020-22
Semester:	2
Guest/Speaker Name:	**Mr. Rajesh Pawar**
Guest/Speaker Designation	Digital Practice Leader - CX, CRM, MarTech and Cloud Solutions
Guest/Speaker Contact No & Email Id:	pawar.rajesh@gmail.com
Guest/Speaker Company/ Institute Name:	DMI
Faculty Coordinators Name:	Dr. Bikash Debata
Topic:	CODE 2.0: Customer Experience: Today and Tomorrow
Moderator (if any)	Dr, Bikash Debata and Prof. Krishna Koppa
No. of Attendees	60
Feedback:	Yes
Brochure: (if any)	Yes

1. Introduction:

CX (Customer experience) is an integral part of an effective CRM and is defined by series of encounters throughout the customer journey. According to a study conducted by Oracle in 2020 reveals that 74 percent of senior executives of companies believe that investment in CX is planned to make the customer a loyal advocate. However, most companies are struggling to deliver valuable customer experience. Areport by Bain and Company indicates that less than 8 percent of

the customers believe that they are receiving such kind of customer experience. Another study reveals that 91 percent of customers leave a brand due to bad experience. Customer expectations are transforming and thus making it imperative to understand various facets of customer experience in an ever changing marketing landscape.

Many companies have brought in a paradigm shift in the design and development of customer experiences; Inclusion of social media; Integration of data and technology; Responsive e-commerce; Omni channel services; ROI from customer experience.

As consumer behavior is changing rapidly, businesses need to stay up to date with customer experience trends today and live the old adage of "Know your customer of tomorrow"

2. Venue (Outside/Inside the campus): Online

3. Program Objectives:

- To engage beyond class room sessions in experiential learning.
- To gather the zeal of marketing enthusiasts and channelize it through relevant and diversified activities
- To create visibility of your commitment towards 'learning by doing' and to create opportunities for establishing and expanding connects with corporate world. (PO5,
- Activity Overview: Panel Discussion with 2 moderators

4. Guest/Speakers' Profile:

Business Practice leader with 20+ years of industry experience working with 500 Customers in their Customer Experience, Digital Marketing, CRM, Loyalty Programs, Business Intelligence and Analytics transformation engagements. He has worked with Adobe, Cognizant and TCS in his career span.

5. Summary and Key Learnings of the session:

Customer Experience: Today and Tomorrow

Barriers in implementation of CX strategies

- Importance of CX
- Barriers in implementation of CX strategies
- CX in B2B and B2C landscape
- Role of client engagement in CX
- CX if its strategic or tactic
- CX in cross cultural setting
- Importance of CX
- Barriers in implementation of CX strategies
- CX in B2B and B2C landscape
- Role of client engagement in CX
- CX if its strategic or tactic
- CX in cross cultural settingFuture of CX

   CX in B2B and B2C landscape

   Role of client engagement in CX

   CX if its strategic or tactic

8. Participant details: Marketing Students

9. Details of the judges (if applicable): -

      Avinash Bhat
      Global Head of Salesforce, Mindtree

      Arun Kumar
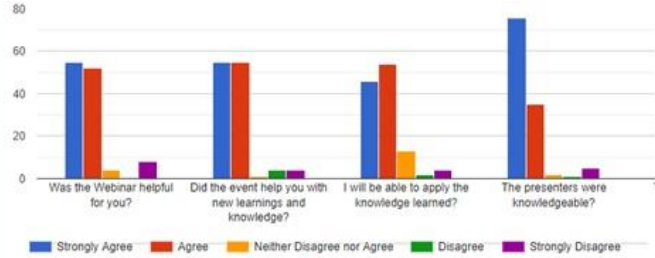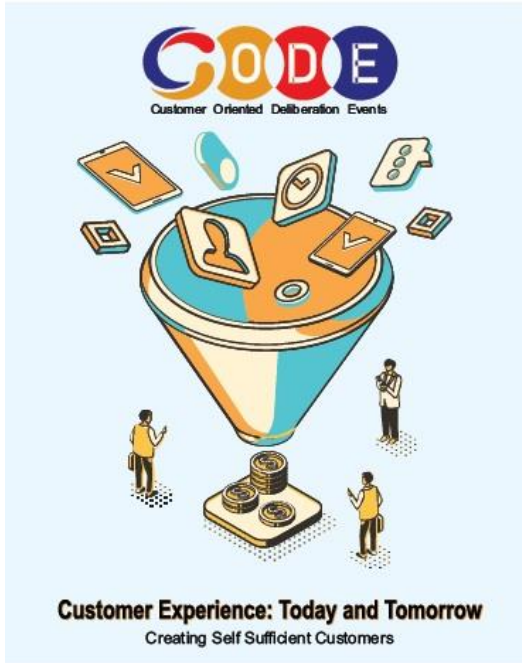   Head - Products and Platforms, Altimetrk, India

      Mahesh Velpula
      Vice President, Major Global Bank operating from Chicago, USA.

      GK Raju, Founder and CEO, Race2Cloud Technologies, India

10. Attendance records: Online

Total Responses: 119

ANALYTICS

Customer Experience: Today and Tomorrow

11. Proposals for the Event/Programme: Yes

To,

The Directors for kind approval

Sub: Conduct of CODE 2

CODE 2 from Marketing department is proposed to be held on 05-06-2021 at 1000am. Mr. Rajesh Pawar, Business leader and Digital marketing expert is proposed to be the Chief guest for the event along with other dignitaries from the industry.

Respectable Director, your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards

Aviation Wing   Area Chair

                                              Approval Authority

                                              Signature

Customer Experience: Today and Tomorrow

Attendance

Full Name
1. Aravind Bharadwaj
2. Tejas Sutar
3. A.camellus antony
4. BHUVANESH T M
5. Sakshee jaiswal
6. G LAKSHMI VENKATA ROHITH
7. Ashil K Abbas
8. Manohar Reddy
9. Agney Gokul
10. S. Balaji
11. Ch Aditya Sai
12. N Simran Jain
13. Deepika
14. Athiseshan S
15. Namburi surya teja
16. Poojitha T
17. Pooja R Y
18. Ashok Kundan Sirvee
19. Devika Padma Kumar
20. Aishani A
21. Ananya m gowda
22. Nikitha R
23. Ujjwal gulgulia jain
24. ANISHA ANAND
25. Shashank M S
26. PRAJEETH RAJENDRA
27. HEMA
28. Ashish Kumar
29. N. PRIYANKA
30. CHILAKALA ARIFA
31. Bikka Saisree
32. B C Saahil Kalappa
33. Pranamya Pai K
34. MAYUR THAKKAR
35. Joel Philip
36. Mohit Verma

37. Vipul Sharma
38. Achanta Sri Divya Sivani
39. Balaji Saravanan
40. Gaayathri
41. Azhar kadri
42. Girish G
43. praveen balaji u.b
44. Rohan Pal
45. Kusuma M
46. Madan M S
47. Priya V Krishna
48. Rishab
49. Neha kulkarni
50. Nikhil P
51. Sanjay R
52. ashwin shukla
53. Anunanda C
54. Muskaan Vajawat
55. mohammed shareef
56. Divya G Naik
57. Arpan Bakliwal
58. Jyothsna
59. MANORANJAN
60. Sakshi Singh

Attainment Calculation

Marketing Club Activity

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Captured By	Total Attainment Score	Level Achieved
PO1	86%							Q1		
PO2	86%	87%					86%	Q1 Q2		
PO3				86%				Q4		
PO4					83%			Q5		
PO5			84%					Q3		
PO6					83%			Q5		
PO7				86%		86%		Q4 Q6		
PSO1	86%	87%		86%	83%	86%		Q1 Q2 Q4 Q5 Q6	86%	3
PSO2	86%		84%			86%		Q1 Q3 Q6	85%	3
PSO3				86%				Q4	86%	3

Customer Experience: Today and Tomorrow
Participants', Feedback Analysis and Attainment Calculation: yes

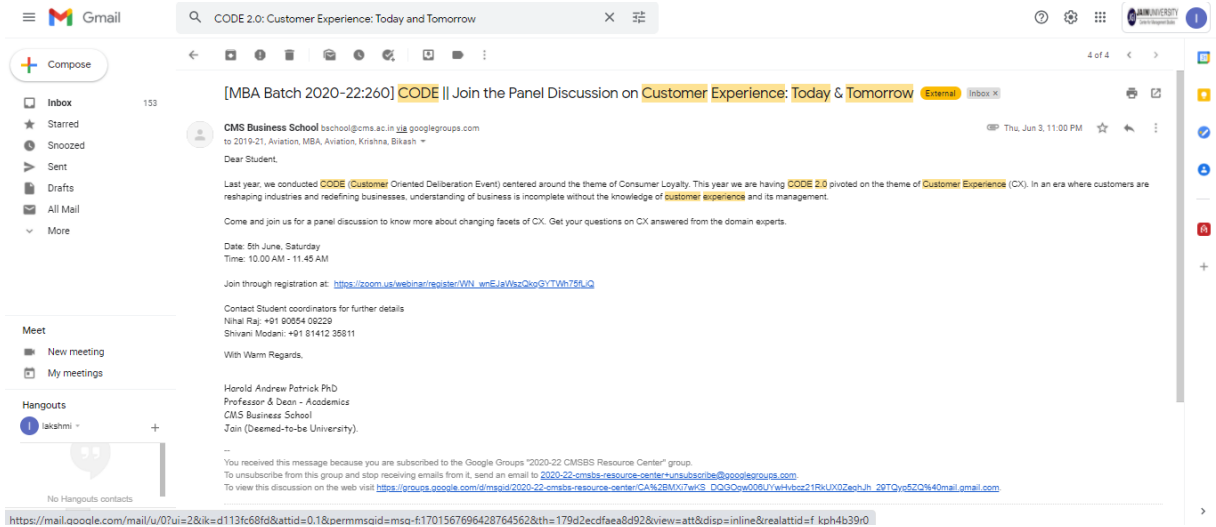| Questions to Map Pos	List of Pos & PSOs	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Wt. Score	Max score
The Activity was interactive and included all participants well	PO1 PO2 PSO1PSO2	27	29	1	1	2	60	258	300
The Activity enhanced by understanding of Marketing	PO2 PSO1	26	32	0	2	0	60	262	300
The Activity was conducted well	PO5 PSO2	24	29	4	1	2	60	252	300
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	30	23	3	3	1	60	258	300
The Judges were fair in their assessment	PO4 PO6 PSO1	26	24	5	4	1	60	250	300
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	34	19	1	4	2	60	259	300
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	26	30	1	0	3	60	256	300

12. Meetings: Yes

Meeting Title	CODE 2.0: Customer Experience: Today and Tomorrow
Date of Meeting	May 4 2021
Meeting Venue	Zoom
Meeting Agenda	Finalizing the CODE event

In Attendance	Name	Title/ Department/ Organization
1	Dr. Bikash Debata	Marketing
2	Prof. Krishna Koppa	Marketing
3	Student Volunteers	Marketing

Key Meeting Outcomes	
1.	Finalization of Speakers
2.	Process set up
3.	Design of Brochure
4.	Student volunteer and coordination

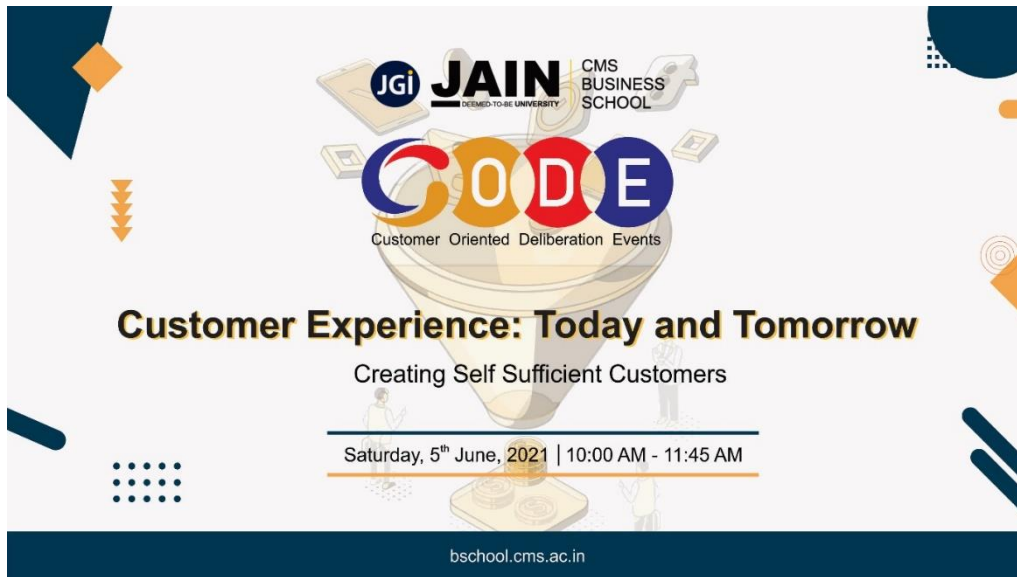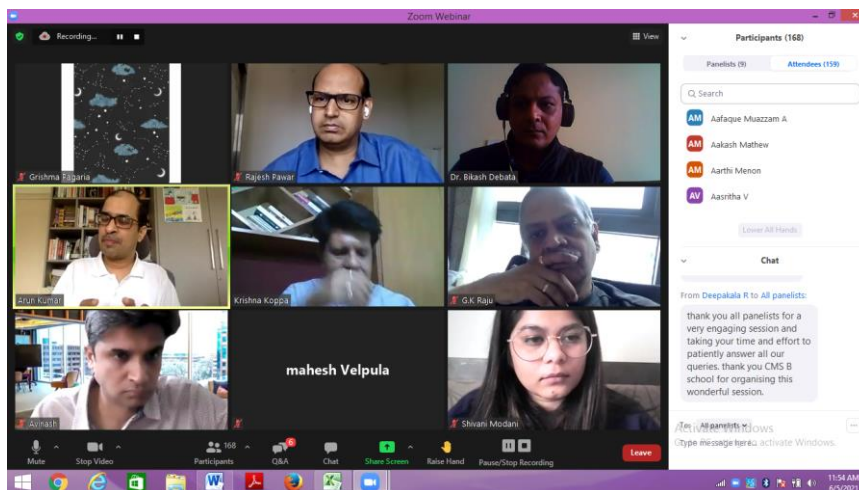| Action Plans if Any (also mention 'First Person Responsible (FPR)'	
1.	Speaker coordination (Bikash Debata and Krishna Koppa)
2.	Volunteer coordination (Krishna Koppa)
3.	

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13. Trailing Emails/communications: Yes

14. Pictures for the Event: Yes

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Poster