

Management Development Programme
on
“Leveraging Customer Engagement and Loyalty”

September 4th-5th, 2018



Program Directors:

Prof. Nalin Jain & Prof. D.K. Batra



International Management Institute
New Delhi

INTRODUCTION

Fully engaged customers have premium performance over the average customer in share of wallet, profitability, revenue, and relationship growth. On the contrary, actively disengaged customers represent a threat through bad word of mouth. Therefore, key business outcomes across organizations have a powerful link to the customer relationship and customer engagement matrix.

This program has been designed to help you and your organization measure, manage, and improve customer engagement and relationship and learn to use these to improve key performance outcomes.

OBJECTIVES

To enable the participant to:

- Measure Customer engagement index and understand the reasons of disengagement- Emotional and Cognitive.
- Realize the importance of the engaged Customer and learning to use the tools of engagement
- Learn to build good customer relationships and identify service processes that significantly influence customer experience.
- Apply methods for uncovering the customer's needs and assess customer service experience.
- Understand techniques to enhance customer experience and enable organization to benchmark services against competitors, industry and best practices.

CONTENTS

- Customer Engagement process and reasons for disengagement
- Pre-condition measurement of service experience and status of customer engagement in the participants' organizations
- Customer storytelling and its analysis
- Engagement model and methodology to effectively engage customers for improved organizational effectiveness
- Conducting customer meetings and ensuring customer delight
- Employee engagement and customer service delivery.

LEARNING OUTCOMES

It will help the participants to:

- Analyze their brand, customer, and organizational performance on customer engagement.
- Diagnose key issues of customer engagement and customer relationship.
- Use actionable insights to intervene and drive change.
- Allocate Resources and budgets for customer engagement and customer relationship appropriately.

METHODOLOGY

- Core Faculty of IMI, practicing senior managers and field experts will interact and share their experience with participants.
- Apart from trainer sessions, participant learning will be ensured through case studies and case discussions
- Assignments and experiential learning through group exercises.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in various sessions.

PROGRAM DIRECTORS

Dr. Nalin Jain (Ph.D. from IIT, Delhi; MBA, FMS, Delhi University; B. Tech. Electrical, IIT BHU Varanasi) is an illustrious Trainer, Consultant and Professor of Marketing at IMI New Delhi with more than three and a half decades of holistic and diverse experience relevant for Executive Business Education.

He is a popular prolific trainer and training coordinator having lead more than 250 training sessions on building customer centricity, creating wow customer experience, managing excellence in service design and delivery, leveraging customer relationship and engagement, effectively using digital in marketing, accelerating sales performance, negotiation skills, contemporary retailing among others. His sessions have been for top, senior and middle management of public, corporate and multinational organizations of more than 50 countries. The list of Indian Organizations touched by his training endeavors include HDFC Bank, Canara Bank, Bank of Baroda, Allahabad Bank, Airport Authority of India, Indian Oil Corporation, ONGC, Baxter India, Sir Gangaram Hospital, Jaypee Group of Hotels and ITC Ltd.

Prof. Jain started off as a product manager at Voltas Limited, building the LT Switchgear brand pan India and overseeing all aspect of the LT business including customer relationships. In his next responsibility as the CEO of a mid-size family business, he doubled the business revenue in three years getting new accounts and customers for the business and setting up new business processes leading to substantial quality improvements. Playing the role of a start-up entrepreneur, he successfully established a mid-size company for manufacturing and marketing electrical products. Subsequently, as a management consultant he has been involved in significant Market, Channel, Brand Building, Service design, Communication, CRM, Marketing strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL.

As a core academician for twenty years, he has designed and instructed courses in almost all core and specialization areas of marketing including customer relationship management, services marketing, marketing of banking and financial services, retail marketing, digital marketing, channel and distribution management, brand management, integrated marketing communications, marketing to base of pyramid and strategic marketing.

Dr. D K Batra holds a Ph. D and MBA from FMS (Delhi University) and B. Tech (Text) from TIT. He has been a UNDP fellow to University of East London, FIT, New York University and also to several Universities in Brazil and European Union to study New Product Development. Some of his prior assignments include Director, Asia Pacific Management Institute, New Delhi, Vice President, (New Projects), Netaji Subhash Institute of Management Sciences, Senior Professor and Program Director PGDM (International Business management), FORE School of Management. In a long stint with National Institute of Fashion Technology New Delhi spanning 18 years, he has held various senior positions namely: Head- Academic Affairs of eleven NIFT centers in India, Chairperson Fashion Management Studies & Head International Linkages. He has served on the executive Council of IFFTI for many years, a body of 32 International Fashion and Textile Universities. He was also the founding CEO of Fashion Design Council of India

He was on the PhD Research Board of Jamia Hamdard University. He is member of board of studies of UP Tech University. He has also worked as Advisor to Ministry of Information Technology. He has authored many Books and Research Papers. He has

provided Consultancy & Training services to various corporates like Raymond India, Madura Garments, Gokaldas Exports, ABN AMRO, ITC, ISEPC, AEPC etc. He has also served as a consultant to International Trade Center Geneva, UNCTAD.

ADMINISTRATIVE DETAILS

Dates:

September 4th-5th, 2018

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE:

Non-residential: Rs. 18,000/- per participant (plus @18% GST) covering professional fee, program kit and tea/lunch.

Residential: Rs. 25,000/- per participant (plus @ 18% GST) covering professional fee, program kit and boarding and lodging (air-conditioned single room) at IMI Campus, New Delhi from noon of **September 3rd 2018** till noon of **September 6th, 2018**.

Group Discounts

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288
MICR Code: 110010007, IFSC Code: ALLA0211083
Pan No. AAAT10972K; GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

ABOUT IMI

IMI International Management Institute Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD Lausanne). IMI's flagship two-year Post-Graduate Diploma in Management (PGDM) program (launched in 1993) has Student Exchange programs with leading International Schools. These include ESC Rennes, France, Montpellier Business School, France, Frankfurt School of Finance and Management, Germany, Grenoble Ecole de Management, France, Louvain School of Management, Belgium, Sichuan Academy of Social Sciences, China, KEDGE Business School, France, University of Guelph, Canada to name a few. Besides its regular PGDM program, IMI New Delhi runs a two-year PGDM program in Human Resource Management (PGDMHRM) launched in 2006, a two-year PGDM program in Banking and Financial Services (PGDM B&FS) launched in 2014, a 15-month Executive PGDM for mid-career executives (Executive PGDM) launched in 1984 and a Fellow Program in Management (FPM) launched in 2011.

In addition, IMI New Delhi also offers ITEC (Indian Technical and Economic Cooperation) Programs, as it is one of the few empanelled Institutes of the Ministry of External Affairs, Government of India. Under the aegis of MEA organised special Commonwealth Assistance Program, 15 international students are selected into the Executive PGDM Program. These ITEC programs are targeted at various developing countries from the Afro-Asian, South American and SAARC region. Another distinguishing feature of IMI Delhi is its strong Alumni network of over 5000+ professionals at senior management levels in leading corporate houses.

All IMI New Delhi's long term programs are approved by AICTE, Ministry of HRD, and Government of India. IMI New Delhi is internationally accredited by Association of MBAs (AMBA), UK. IMI's diverse and experienced resource pool of faculty resources having a rich combination of academic rigor and corporate exposure is one of the institute's distinct strengths. This vast and enriched pool has a special focus on delivering management education, training, research and consultancy. IMI contributes significantly to the growth and development of management as a discipline in India.

IMI conducts a large numbers of Management Development Programs (MDPs) every year, which include Open Programs, specially designed In-company programs and Online programs in different functional areas. These programs are aimed at capability building of senior-level and top-level managers and executives to help them in updating their concepts and enhancing leadership and managerial skills. IMI's strength across diverse management disciplines, backed by an excellent team of faculty and the strong network with eminent organizations, helps deliver its commitment towards its vision of being a premier global management school.

For registration/any other information, please contact:

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&

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