



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

CUSTOMER CENTRICITY: MANAGING CUSTOMER VALUE, CUSTOMER SATISFACTION, LOYALTY AND RELATIONSHIPS



Programme Director: Prof. Suren Sista



Programme Dates: November 28 – December 02, 2022



Programme Venue: MDC, IIM Calcutta



INTRODUCTION

Market-oriented companies looking to build superior profits must focus on creating and managing customer value that would lead to customer satisfaction, loyalty and relationship. Organizations with a strong market orientation see current and potential customers as key sources of profitability, cash flow, and earnings. Keeping in mind that the customer is the only source of positive cash flow, it is the responsibility of the company to understand how customers affect a business and profitability.

While satisfied customers may still find it easy to switch when a better offer comes along, it is the loyal customer with an affinity to the brand that bring profits over time. This programme describes the important tools in delighting the customers and developing their loyalty to one's brand. It emphasizes on winning and retaining customers for life and performing better than competitors. It also discusses newer tools that help deliver higher customer satisfaction and increased profits.



OBJECTIVES

- To identify key issues, challenges, and opportunities to create and manage the value proposition to customers.
- To establish the connection between market orientation, customer satisfaction, customer delight, and profitability and design strategies towards these goals.
- To understand the main pillars of Customer Relationship Management (CRM).



PEDAGOGY

The programme will draw on current academic research, case studies, and experience sharing of best practices from Indian as well as global companies. The programme will be delivered through a mix of lectures, cases, and in-class exercises.



WHO MAY ATTEND

Senior executives/ managers who oversee customer service /sales or marketing functions.



KEY TOPICS

- Customer value, satisfaction, and delight
- Customer acquisition, retention and loyalty
- Customer service – profit centre and not cost centre
- Building and managing life-long relationship with the customers
- Customer Analytics



PROGRAMME DIRECTOR

Professor Suren Sista is a member of the faculty of Marketing at the Indian Institute of Management Calcutta. He is a Fellow (PhD) of the Indian Institute of Management Bangalore and holds a Post-Graduate in Marketing Communications from Mudra Institute of Communications Ahmedabad. He was the Dr. D C Pavate Research Fellow at Cambridge Judge Business School, University of Cambridge in 2010. Professor Sista was on deputation at LBSNAA, Mussoorie as Professor of Management in 2016 where he was involved in the training of Civil Services Officers.

Professor Sista's ongoing research is in the areas of Marketing, Relationship Marketing, Sports Marketing, and Research Methods. He is an Area Editor (Marketing) of the Journal of Indian Business Research (Emerald Publication). He has undertaken various consulting assignments on the business of sports and entertainment and is active in executive education. Professor Sista teaches core Marketing courses, and elective courses in Relationship Marketing and Competitive Marketing Strategy at IIM Calcutta.

For further details of the Programme you may contact the Programme Director at suren@iimcal.ac.in.

PROGRAMME DETAILS

- **Duration:** November 28 – December 02, 2022
- **Programme Commencement:** 9:00 AM on November 28, 2022
- **Programme Conclusion:** 2:00 PM on December 02, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** November 27, 2022 (6:00 pm onward)
 - **Check out:** December 02, 2022 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 125,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 115,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. 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: With effect from April 1, 2017, participants of IIM Calcutta'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 Calcutta' status.



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://iimcal.ac.in/mdp/mdp-calendar>
- 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 UTRNo./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.

IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to program_mdp@iimcal.ac.in