



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

## CUSTOMER SERVICE STRATEGY AND VALUE CREATION



**Programme Director: Prof. Saravana Jaikumar**



**Programme Dates: February 20 - 24, 2023**



**Programme Venue: MDC, IIM Calcutta**





## INTRODUCTION

A passion for customer satisfaction is one way a market-oriented company builds superior profits. Companies with a strong market orientation see current and potential customers as key sources of profitability, cash flow, and earnings.

Customers, products and assets are all important parts of business and business success. Products will come and go; assets will be purchased and consumed, but the customer is the only enduring asset a company has. 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.

The companies who want to survive this millennium must aim at customer satisfaction of the highest order. The customers who are satisfied may still find it easy to switch when a better offer comes along. High satisfaction or delight creates an emotional affinity with the brand, not just a rational preference. The result is high customer loyalty. This programme describes the important tools in delighting the customers and developing their loyalty to your brand. It emphasizes on winning and retaining customers for life and performing better than your competitors. It also discusses various non-tradition tools (in the Indian environment) which the marketers in India have ignored so far in delivering higher customer satisfaction and increasing profits.

This programme is a result of years of research and practice and establishes the fact that in this competitive era, customer service must be treated as a profit centre.

## OBJECTIVES

- To identify key issues, challenges, and opportunities to enhance the value proposition to the customers.
- To establish the connectivity between market orientation, customer satisfaction, market based management and profitability and design the strategies to make this happen.
- To verify the hypothesis that customer service can be a profit centre.
- To identify the main drivers of customer delight and design a strategy to deliver them; and
- To understand the main pillars of Customer Relationship Management (CRM).



## PEDAGOGY

Concept discussions, case studies, experience sharing, assignments and small group workings for developing strategies for better customer service.



## WHO MAY ATTEND

All senior executives/ managers who are in charge of customer service /sales or marketing functions.



## KEY TOPICS

- Customer-centric orientation and Customer Focus
- Customer analysis and value creation
- Customer satisfaction and dissatisfaction: concept and value
- Managing customer loyalty
- Customer Retention and Profit impact of customer retention
- Customer service profit centre and not cost centre
- Building and managing life-long relationship with the customers
- Customer Analytics
- Customer Service Strategy in Digital World
- Role of Social Media in Managing Customer Relationships
- Role of Customer Success Teams



## PROGRAMME DIRECTOR

**Saravana Jaikumar** is currently a faculty with the Marketing Group at IIM Calcutta. During his tenure, he has developed and served as the director for digital and social media marketing and artificial intelligence programmes for executives. His research work is primarily in the nexus of public policy, development and marketing. His teaching focus is on marketing analytics, artificial intelligence and machine learning applications, and digital marketing. He has authored several papers in journals of international repute including Journal of Advertising Research, Journal of Business Research, Marketing Letters, International Journal of Information Management, Information Management Frontiers, and Journal of Product and Brand Management. His research work has been cited in several policy documents including Economic Survey of India and United States Library of Congress Foreign Digital Materials. He holds BE (Mech, PSG Tech), MBA (Gold Medalist, Cardiff Business School, UK) and Ph.D. (IIM Ahmedabad).

## PROGRAMME DETAILS

- **Duration:** February 20 - 24, 2023
- **Programme Commencement:** 9:00 AM on February 20, 2023
- **Programme Conclusion:** 2:00 PM on February 24, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
  - **Check in:** February 19, 2023 (6:00 pm onward)
  - **Check out:** February 24, 2023, 2023 (2:00 pm)



## PROGRAMME FEES

- **Residential (R):** ₹ 135,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 125,000/- 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](mailto:program_mdp@iimcal.ac.in)