

Two days' Workshop on Customer centric Relationship Management

Two days' workshop was organized by Institute on Management on Customer centric relationship management on 5th and 6th Feb 2025. The objective of the workshop was to enlighten students about the importance of customers on customer relationship work flows. On the first day Shri Abhinav Karmakar, Sales and marketing Head, Building Mine magma highlighted that customer who reach out to companies sharing their disappointments and complaints are blessing as they help improve the brand value and fix the issues which might have been overlooked other-wise. He highlighted that approach to such scenarios should be to : 1. Acknowledge 2. Appreciate them for reaching out and sharing their dissatisfaction 3. Empathize 4. Apologize 5. Investigate 6. Resolve 7. Follow-up and compensate 8. Share feedback internally and improve. The workshop was attended by Students of MBA 3rd semester. Vote of thanks was proposed by Ms. Oshin Kunjam

On the second day of the workshop Krishna Kumar Gupta discussed the Case study of GVK group to highlight the importance of Customer in Business. He highlighted how technology drives customer relationship in Organisation. The Vote of thanks was proposed by Ms. Anjana Rai.

