

# Building a Customer Oriented Culture for Creating Customer Advocacy

August 08 – 09, 2014

Dr. Bikramjit Rishi



Institute of  
Management Technology  
Ghaziabad

## Introduction

Today's customers are more empowered than ever before. Easy access to a world of information about brands, products and services on the Internet has made it possible for customers to make personalized choices. Customers today can validate a company's marketing efforts or reject tall claims in a matter of seconds. Small wonder that today's customers often consult and collaborate with others and place high value on peer-reviews and dialogue than on the one-way marketing messages sent out by firms.

Responding to the challenge of the empowered customer, some firms are developing innovative marketing strategies to achieve better alignment between their Customer Relationship Management (CRM), marketing and branding efforts and the needs of their customers. These methods are being dubbed "customer advocacy" responses.

In this Management Development Program, we will train participants to understand and explore ways and means to create a customer-centric culture in their organizations so that their customers can advocate for their organizations, products and services.

## Objectives

The program will assist participants in

- To understand elements of a customer oriented culture.
- Understanding the importance of customer satisfaction and retention.
- Understand the role of lifetime analysis in customer profitability.
- Enhance their knowledge to develop and implement a workable customer oriented strategy.

## Contents

The programme will concentrate on growing need for customer orientation which is the demand of the day with high growth in competition. The essentials of designing, implementing and looking at the customer orientation strategy will remain the central theme of the programme. The programme will cover the main essentials related with customer orientation like customer satisfaction, quality of products/services, retention of customers and looking into the lifetime value of the customers

## **Methodology/Pedagogy**

A pedagogical mix of theoretical and experiential tools will be used. Interactive sessions with conceptual inputs, case analysis, in-class exercises and problem assignments, based on a spectrum of industries and companies will be used to develop and reinforce the key concepts.

## **Who Should Attend**

This course has been designed for managers who recognize the importance of customer value, customer satisfaction and loyalty and wish to act as change agents for creating customer-oriented organizations. The course is also focused on the managers who are working in the area of relationship building.

## **Duration**

The programme is scheduled during August 08-09, 2014. Accommodation on twin sharing will be provided from the noon of August 07, 2014 to the noon of August 10, 2014 at IMT Campus, Ghaziabad.

## **Venue and Accommodation**

**Institute of Management Technology (IMT), Raj Nagar, Ghaziabad.**

## **Registration**

The last date for receipt of nominations for the programme is August 01, 2014 and the last date of withdrawal is August 04, 2014. Any withdrawal request received after this date will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitute may be permitted with prior intimation.

## **Certificate of Participation:**

IMT Ghaziabad will issue a certificate of participation on conclusion of the program.

## **Investment (Fee)**

The registration fee per participant is Rs.15,000/- per participant. This includes academic fee, programme kit for participants, boarding and lodging (on twin sharing basis). Payment should be made by crossed demand draft in favour of "Institute of Management Technology, Ghaziabad".

## Profile of Program Director

Prof. Bikramjit Rishi holds Post Doctorate (Funded by European Commission) Ph.D and MBA. He has over 11 years' professional experience to his credit with several top organizations such as IMT Ghaziabad, University of Liechtenstein (Europe) and American University in the Emirates (Dubai). He is currently Assistant Professor at IMT Ghaziabad. He has also worked with University of Liechtenstein (Europe) and Indian Institute of Foreign Trade (IIFT), New Delhi as Visiting Professor. He has also taught in NIIT Imperia programmes. Apart from teaching, research and training he has also served in editorial advisory positions, conference advisory committees and made a significant contribution to the success and growth of marketing discipline. He has 24 referred research papers, 9 book chapters and 26 conference papers. He has presented research papers in several reputed national / international conferences in India and abroad and also has chaired sessions in the national and international conferences. He has also given key note addresses in many national conferences in India. He has delivered guest talks/ invited presentations in several Top Business Schools in India and abroad. Due to his significant contribution he has been conferred by Emerging Marketing Scholar (Academy of Marketing Science), 2011. Recently he has won the best paperaward @ 2014 Annual Conference of the Emerging Markets Conference Board at Indian Institute of Management, Lucknow, NOIDA Campus, India.

He has designed, developed and conducted Management Development Programmes for senior and middle level Executives in the area of: Marketing Management, Customer Value and Consumer Behaviour, Service Quality, Customer Satisfaction, Customer Centricity and Interpersonal effectiveness. The various organizations which benefitted from training include Kotak Mahindra Bank, Dominos Pizza India, National Thermal Power Corporation (NTPC), Life Insurance Corporation of India (LIC), Radico Khaitan, Vardhman Group and HPCL etc.

## About the Institute

Institute of Management Technology (IMT–G), Ghaziabad is a pioneering B-School in India for over 32 years. It is consistently ranked in the Ivy League of Indian B-schools. Our recently secured prestigious SAQS accreditation speaks of our commitment to excellence. We are also a member of AACSB and GBSN and a signatory at ERASMUS MUNDUS, Europe. Our elite partners include the COPPEAD School of Business, Copenhagen Business School , Grenoble Ecole De Management and IPADE, Mexico to name a few.

IMT Ghaziabad, as a leader in Executive Education, blends academic strength with the intensive development of the applied leadership capabilities necessary to produce extraordinary results in a rapidly changing business world. Our rich portfolio includes high-impact, solutions-oriented programs. Ranging from two days to one year in length, each program is designed to provoke innovative thinking, actionable insights, and the dynamic exchange of ideas. In addition to a comprehensive array of program, IMT also offers programs at premier conference locations around the country. The programs are custom-designed to meet both organizational and individual development goals.

IMT's Executive Learning Programs motivate and inspire executives to develop personal leadership skills that lead them to personal success and, impact positively on the organizational goals. IMT supports in improving the performance of the tangible assets of an organization by bringing the qualities of leadership, strategy, brand and reputation, corporate culture, team dynamics – to a higher level. IMT Ghaziabad has made significant contributions to developing the executives of large and reputed organizations like Philips, Bosch, IFFCO, Power Grid Corporation, GAIL, ONGC, Rural Electrification Corporation, NTPC, Indian Oil, Engineers India Ltd., Amdocs, Minda Group, Vatika, EXL Services, Apollo Tyres to name a few. The new generation executive learning programs are customized to the requirements of modern organizations and their ever changing environment. These programs are delivered in unique blends of simulation, cases, videos, games and lectures, and are backed by the strong research base IMT is known for.

**Building a Customer Oriented Culture for Creating Customer Advocacy  
08 – 09 August 2014**

**Nomination Form**

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Organization : \_\_\_\_\_

Office Address : \_\_\_\_\_

\_\_\_\_\_

Phone (O): \_\_\_\_\_; Residence: \_\_\_\_\_

Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Payment Details: (Please fill)

Payment enclosed (DD No: \_\_\_\_\_; Date: \_\_\_\_\_

Bank Name: \_\_\_\_\_; Amount: \_\_\_\_\_

(The demand draft should be in favour of **Institute of Management Technology**, payable at **Ghaziabad / Delhi**).

**Signature**

**Please return the completed form by post, or fax or email to:**

ELD Office  
Institute of Management Technology,  
Raj Nagar, Hapur Road, Ghaziabad 201 001, U.P.  
Tel.: (0120) 3004361, 3002311,  
Fax: (0120) 2827895  
E-Mail ID: mdp@imt.edu; dchatterjee@imt.edu

*Note: In case you wish to nominate more than one participant, please feel free to make duplicate copies of this form.*