



Programme on  
**Enhancing Customer Delight**

Friday, December 14, 2018 • 9.30 a.m. to 1.30 p.m.

FOR ONLINE REGISTRATION AND PAYMENT, PLEASE CLICK

[HTTP://WWW.AMAINDIA.ORG/MANAGEMENT-TRAINING-AND-DEVELOPMENT-PROGRAM](http://www.amaindia.org/management-training-and-development-program)

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**Venue:** Torrent-AMA Management Centre, Core-AMA Management House,  
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad

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The customer is the most important part of one's business or job, in fact the customer is the reason for our business or Job and the quality of service we provide to our customers will decide whether the customer will come back to us, not once but again and again. Moreover a satisfied customer could be the source of more business.

Our ability to communicate, engage and develop relationships will Customer, both external (clients and associates) as well as internal (co-workers) is what result in the success of any organisation. In dealing with customers, the effectiveness of our communication and our ability to deliver plays a very vital role.

This half day Programme will focus on the important aspects of customer Engagement that would lead to customer delight (satisfaction).

**Content:**

- Understanding types of Customers
- Customer Relations through effective communication
- Good Customer Service Habits
- Are you listening to your Customers?
- Do's and Dont's

**Faculty** : **Mr. Francis Lobo** has 28 yrs of Corporate Experience, having worked in organizations like GLFL, ICICI Bank, Fullerton India and Bharti AXA Life Insurance Company Limited at Senior Level.

**Fee** : Rs.800/- per person (Including GST). Participation limited to 20 persons. Fees include course fee, cost of reading materials, lunch and refreshments. The cheque may please be drawn in the name of 'Ahmedabad Management Association'.

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**December 14, 2018**

**Registration Form:** Please fill-in and return this form along with participation fee to :

**Ahmedabad Management Association**, AMA Complex, Ahmedabad 380015.

**Ph.:** 079-26308601-5 • **Mobile:** 9537407187, 7069940917, 7203030990

**E-mail:** ama@amaindia.org • **Website:** www.amaindia.org

**Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
<b>GST No.:</b>	AMA GST No.: <b>24AAATA 5881D1Z0</b>
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	<input type="text"/>

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