

Programme on
Companywide Customer Service

Wednesday, September 13, 2017 • 9.30 a.m. to 5.00 p.m.



Venue : Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus,
Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Preamble : Today, the customer decides and we listen. Gone are the days when customers lap up everything presented to them. They have become very choosy. Tune up to their needs or turn off! 'Selling is finding needs and filling them'. Going one step further, selling orientation has given way to Marketing effectiveness. The customer will be with you as long as YOU retain him. Customer Relationship Management (CRM) has come to stay, and is also evolving continuously. CRM is not the job of the Marketing department alone. The entire organization has to be customer savvy.

Objective : The one day workshop deliberates on the existing methods and probable changes that can be brought about in customer satisfaction. The workshop will enable the participants to create a course of action to install CRM in their organization your work. The program will activate the participants to try out specific measures in their work related areas to delight their customers, both internal and external, by ensuring satisfaction and delight.

Audience : The course is designed for everyone who is engaged in CRM like Supervisors and Managers who are in the job of creating, maintaining and retaining customers. Anyone who deals with a customer, both internal and external, can benefit from the programme.

Content : The sessions deal with:
The Changed Customer, Total Customer Orientation, Qualities required to be a CRM expert, Relationship Management, Tips on customer retention and maintenance, Disneyland CRM
It is important to believe that *FIRST IMPRESSION IS THE BEST IMPRESSION; BUT IT IS ALL THE MORE IMPORTANT THAT LAST IMPRESSION HAS A LASTING IMPRESSION.*

Faculty : **Mr. G. Balachandran** is a much sought after Skills Coach and Motivational Speaker. He has experience of 27 years as a Coach and has conducted more than 4500 sessions all over the world.

Fee : Rs.1600/- per participant inclusive of GST. (Concession for members 10%, patron members 20%). Fee includes course fee, cost of reading material, lunch and refreshments. The cheque may please be drawn in the name of '**Ahmedabad Management Association.**'

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Registration Form:

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

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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Name(s)	Position
1.	
2.	
Organization:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
Telephone(s):	Mobile:
E-mail:	