

MANAGEMENT DEVELOPMENT PROGRAMME

Customer Experience Strategy & Value Creation



Overview

This programme is designed to identify key issues, challenges, and opportunities in order to enhance the value proposition for customers.

The goal is to establish the connection between customer orientation, customer satisfaction, and business profitability, and to develop strategies to achieve this.

The programme seeks to understand the fundamental principles of Customer Experience Management and how it can create value for an organization.

Who Can Attend?

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

Key Topics Covered

- Customer centricity and why it is important.
- Customer insights and their use in business.
- Customer analysis for value creation.
- Concept of customer satisfaction & how to build fanatically loyal customers.
- Building & managing customer loyalty.
- Customer lifetime value - why & how.
- Customer experience management
- Customer brand equity & its importance in business.
- Building & managing customer loyalty.

Dr. Ashita Aggarwal

Programme Director

Professor, Marketing Chairperson,
PG Diploma in Management &
PG Diploma in Business Management

Mode of Delivery:

Online

Duration:

10 Hours

Programme Dates:

16th -17th November 2024 &
23rd-24th November 2024

Programme Fees:

INR 19,000+GST

**10% Early Bird Discount and
Group Discounts Available**

Objectives



Driving customer centricity to enhance value created for customers.



Understand and implement concepts of customer experience management to create value for business & customers.



How customer experience & value creation can build customer brand equity.

Pedagogy


- ✓ Interactive discussions & classroom activities
- ✓ Caselets and case studies
- ✓ Peer learning
- ✓ Immersive learning

Certificate of Participation

A certificate of successful participation by S.P. Jain Institute of Management and Research (SPJIMR) will be issued to each delegate at the completion of the programme.



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