

MANAGEMENT DEVELOPMENT PROGRAMME

Leveraging Customer Centricity for Business Excellence



Overview

In today's dynamic and competitive marketplace, organisations realise that their most critical differentiator lies in how effectively they understand, serve, and delight their customers. When products and technologies can be replicated, creating lasting value through personalised experiences, meaningful relationships, and integrated strategies sets organisations apart. This programme equips leaders with tools, mindsets, and frameworks to foster a customer-first culture and align their organisation around customer needs, ensuring long-term growth and profitability.

Who Can Attend?

Senior managers and business heads who are responsible for customer acquisition and retention in their organisations.

Pedagogy

- ✓ Case discussions
- ✓ Experiential exercises
- ✓ Discussions

Key Topics Covered

- Customer insight and tools to discover customer insights
- Empathy maps and POV statements
- Customer experience management and customer journeys
- Measuring the CX efforts of the organisations
- Customer engagement and drivers of customer engagement
- Enhancing customer lifetime value

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Programme Director

Professor, Marketing
Chairperson, Post Graduate Diploma in Management, Post Graduate Diploma in Management (Business Management)

Mode of Delivery:

On Campus - Mumbai

Duration:

2 Days

Programme Dates:

26th -27th September 2025

Programme Fees:

INR 25,000+GST

10% Early Bird Discount and Group Discounts Available

Objectives

- Analyse the role of customer centricity in fostering competitive advantage, driving innovation and supporting sustainable growth.
- Use advanced tools and frameworks to map customer needs, preferences and pain points, translating them into actionable insights.
- Craft customer-focused value propositions that resonate with diverse segments.
- Foster a customer-first culture by aligning teams, processes, and business strategies with customer aspirations and priorities.
- Identify and apply key metrics to evaluate customer-centric initiatives and build long-term customer relationships.

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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