# CUSTOMER SATISFACTION AND LOYALTY

## Introduction

Customer Service is undisputedly used as a differentiating factor in Products and Services Marketing. The level of service expectation has dramatically increased in the past few years amongst Indian Customers, as the level of service delivered has improved substantially. Customer Satisfaction is one of the cornerstones of creating Brand Loyalty. This in turn improves the profitability of any Brand thru the very popular concept of Life Time Value of the Customer. With improved techniques of understanding the customer, their satisfaction levels, loyalty states, and strategies to manage customer loyalty levels over time, it has now become imperative for Managers at all levels and in all functions to understand the concepts, strategies, techniques and use them to meet their specific Corporate, Business and SBU Objectives. This specifically designed program looks at exposing participants to the newest Customer Service and Loyalty Creation Techniques so as to make them useful for implementation.

## A “how-to” process

PPT Presentations, Case Study discussion, workshop format on one aspect of Customer Satisfaction, Peer Review of relevant experiences.

## You will

Understand how measure customer satisfaction and building up loyalty amongst ‘most growable customers” and “Bonded Customers “

## Pedagogy

Lecture sessions, Case studies, Working sessions on live examples mostly brought by the participants from their organizations and its possible solutions.

## Participants

Middle level Managers from all functions whose understanding of the Customers of the organization, the Service Delivered and Customer Loyalty created will have an impact on the profitability of the organization.

## Prerequisites

An out-word looking entity of the organization with Customer Satisfaction & Loyalty

## Duration

2 Days

## Workshop Content

Articles and Case Studies

## Facilitator

Prof. (Dr.) Vandana T Khanna
Assistant Professor

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Vandana has specialization in the area of services marketing and services management. Vandana has more than 13 years of rich and diversified academic experience. Vandana has also work experience at Kurukshetra University and Management Institute, Delhi. She has published and presented several research papers in reputed National Conferences, Seminars and Journals. She has conducted management development programs in the area of Customer satisfaction and Loyalty and CRM.

Prof. (Dr.) Suresh Ghai
Director General

Dr. Ghai has specialization in Marketing and International Business. Suresh Ghai has extensive experience in domestic and international marketing, corporate management and international business in several leading organizations like J L Morison (India) Ltd., HCL Infotech Ltd., India Telecomp Ltd., Blow Plast Ltd and Metro Exporters Ltd. For the last 13 years he has been in academics, and teaches marketing, International Business and Strategy. Prof Ghai has traveled to a large number of countries on business trips. Prof. Ghai has conducted several Management Development Programs for public and private sector industry professionals and has written / presented several papers in reputed journals/ conferences.

He is the Immediate Past President of Bombay Management association and founder member and core committee member of Higher Education Forum, a forum of 3000 academicians and professionals.

Course Details

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