

REPORT ON MDP ON

Customer Centricity: Building Customer-Centric Organizations

Date: 26th July,2018

As a part of industry-academic interface, the Training & MDP Cell of Ramaiah Institute of Management(RIM) conducted a one-day Management Development Programme on 26th July,2018 on “**CUSTOMER CENTRICITY: Building Customer-Centric Organizations**”. The objectives of the MDP were to delve into key areas related to Customer Centricity such as customer experience, customer loyalty & satisfaction and emerging technology and analytics used to aid customer centricity.

The MDP was well attended by a total of **37 participants**. The break-up of the participants is as follows:

Corporate Executives	9
Entrepreneurs	2
GEF Institutions- Ramaiah Univ of Applied sciences, Ramaiah College of Arts, Science & Commerce, Dept.of Physiotherapy-Memorial Hospital, Ramaiah College of Law, Ramaiah Indic Speciality Ayurveda,	8
Faculty of other B-Schools	1
Research Scholar	1
Students	9
RIM faculty and Staff members	7
TOTAL NO.OF PARTICIPANTS	37

The programme was inaugurated by the Chief Finance Officer of GEF Sri G.Ramachandra, **Dean of RIM Dr.H.Muralidharan**, and **Mr. K.B Nagaraju, CEO and Director BigBasket.com**, **Academic Head Dr.Savitha Rani** and **Dr.V.Padmaja (Head-Training&MDP)** After the inauguration, the CFO Sri G.Ramachandra highlighted the need for organizations to be customer-centric and said that this was the need of the hour.

Mr. K.B Nagaraju, CEO and Director BigBasket.com was the first speaker of the MDP, and he spoke on “**Understanding Customer-Centricity:from customer-centricity to customer delight**”. He explained in detail about online business operations with specific reference to BigBasket. He also highlighted about the importance of efficiency and reduction of customer complaints through regular training programs.

The second speaker was Mr. **Harsh Vardhan, Co- Founder Strategic Marketing Group** who spoke on “**Building a customer-centric culture**”. Sharing his experiences from the various industries that he had previously worked with, he touched on the aspects of how the culture of an organization helps to build and retain customers.

The third session was handled by **Mr. Raghu B Viswanath, Founder Director and Chief Vision Holder-Vertebrand Management Consulting Pvt Ltd**. His session titled “**Customer-focused leadership**” delved into issues related to the role of leaders in organizations. He also shared his experiences of his leadership roles in his previous organizations.

The last session was handled by **Mr. Unni Hariharan Director Nielsen (India) Pvt Ltd** who spoke “**Market Research, Technology and Analytics used to aid customer-centricity**”. He highlighted on the role Nielsen in understanding the importance of technology and analytics.

Overall, the MDP was largely appreciated by all the participants who clearly expressed that their main purpose of attending this MDP was met and how it helped them to gain knowledge regarding Customer Centricity and other aspects related to it such as customer delight, Market Research, Technology and Analytics to aid customer centricity. The marketing executives of **ITC FOODS** were delighted that they could be a part of this MDP on Customer-Centricity. Some of the executives of **GLORY COLORS**(a paint manufacturing firm) expressed that they would appreciate if more of such sessions could be conducted in the near future. Their valuable feedback provided immense encouragement to all the organizers (Dr.Amrita, Prof Yashaswini Murthy and Mr.Srikanth Payal) of the MDP.

The program concluded with a Vote of Thanks by Mr.Srikant Payal- Head, Corporate Relations & Placements, RIM who expressed that the Institute is committed to conduct more of such programs of contemporary relevance. The Dean Dr.H.Muralidharan shared his thoughts on Customer-Centricity and thanked all the participants who came in large numbers and sincerely hoped that the objectives of the MDP will be relevant and implemented at workplace..

The participants appreciated the efforts put in by the Institute and thanked all the speakers who shared their thoughts during the event. The MDP concluded with the distribution of certificates to all the participants.

Dr.V.Padmaja,.(Head- Training& MDP) thanked everyone for their cooperation in making the MDP a grand success.

Ramaiah Institute of Management: MDP on Customer Centricity - Building Customer Centric Organisation

Ramaiah Institute of Management conducted a one-day Management Development Program on CUSTOMER CENTRICITY: Building Customer-Centric Organizations on 26th July.

The objective of the program was to provide insights about customer-centricity, with an endeavor to enable organizations to progress from customer-centricity to customer delight. Distinguished speakers from various domains shared their views and enlightened the audience with their experiences and perspectives. The key speakers were: Mr.K.B. Nagaraju, CEO&Director, Big Basket.com, spoke on the topic "Understanding Customer-Centricity: From Customer-Centricity to Customer Delight"; Mr. Harsh Vardhan, Co-Founder, Strategic Marketing Group, spoke about "Building a Customer-Centric Culture" Mr. Raghu Vishwanath, Founder Director and Chief Vision Holder,



Vertebrand Management Consulting Pvt.Ltd., discussed "Customer Focused Leadership" & Mr. Unni Hariharan, Director, Nielsen India Pvt. Ltd., highlighted aspects of "Market Research, Technology and Analytics used to aid Customer-Centricity"

The event was well-attended by delegates from the industry and academia.



