



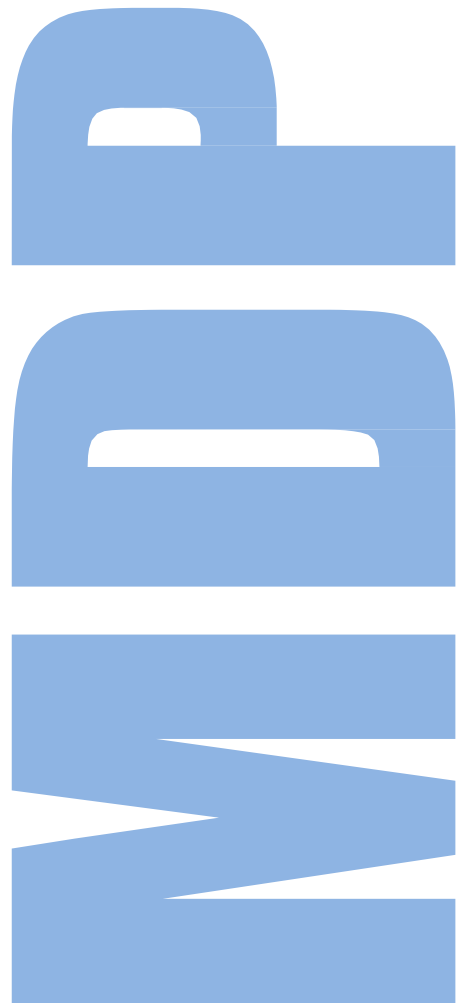
# Management Development Program On Building Customer Centric Organizations

01-02 March 2025

**Programme Director**

Prof. Himanshu S. Srivastava

Prof. Arunima Shah



## Introduction

The success of businesses depends on customers and clients. The term customer centric is synonymous with proactive business strategies aimed towards building a customer focused approach towards marketing. Renowned management thought leader Theodore Levitt, in his popular article 'Marketing Myopia', observed that businesses do better when they are focused on meeting customer needs rather than selling products. In a rapidly evolving business environment, aided by constant technology changes, businesses that do not match up to the consumer needs will fall behind.

Successful customer centric organizations often exhibit the characteristics of building products and innovating for the market, outcompeting other firms in terms of deep customer insights, integrating their brand philosophy with their customer philosophy, and rewarding their employees for customer-focused innovation. To imbibe these success factors, organizations need to not only improve their marketing intelligence and research systems, but also translate that knowledge into implementation capabilities and strategies.

Successful organizations recognize that there is a strong multi-disciplinary knowledge component to understanding and implementing the concept of customer centricity. This program is designed to train executives in building organizations that are focused on customer centricity by helping them understand how the concept fits into their context.

## Objectives

The program aims to discuss three key questions around customer centricity with the participants:

1. Understanding the customer
  - a. Assessing customer needs and values
  - b. Measuring customer satisfaction and gathering feedback
2. How to build a customer centric culture in your organization?
3. How to serve the customer better?
  - a. Developing a customer centric strategy
  - b. Marketing tactics and best practices for customer centricity

## For Whom

The program is suitable for executives who are currently working as marketing managers or aspire to become chief marketing officers for both B2B and B2C companies. Entrepreneurs, small business owners, digital marketers, marketing agencies would also benefit from participating in this short-term course.

## Pedagogy

The program pedagogy will include various training methods such as case studies, lectures, discussions, class exercises, assessment instruments, and role plays.

## Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

## Duration and Venue

This is a 2 day programme. The Programme is scheduled on 01-02 March 2025 & another slot is for 11-12 January 2025 at IIM Raipur, Atal Nagar, New Raipur.

### Registration Fee

The registration fee per participant is **Rs. 8,500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 10,500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes academic fee, programme kit for participants, boarding and lodging.

**Payment can be made online by registering through the website.**

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s).

### Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

### Enquiry

For any information regarding this programme, you may contact as below:

EL&D Office: [elddc\\_office@iimraipur.ac.in](mailto:elddc_office@iimraipur.ac.in) Ph: 0771-2474669, 697

### About Programme Directors

#### Prof. Himanshu S. Srivastava



Dr. Himanshu Srivastava is an assistant professor in the Marketing Management department at the Indian Institute of Management Raipur where he teaches Services Marketing, Customer Centricity, and Marketing Management. He is an avid trainer and has keen interest in consulting and teaching service marketing and customer centricity for businesses. His research interest areas include service delivery, service failure, and recovery strategies. He has a PhD degree in Marketing Management from Indian Institute of Management Indore.

#### Prof. Arunima Shah



Dr. Arunima Shah is an Assistant Professor in the Marketing Management department at the Indian Institute of Management Raipur where she teaches Digital Marketing Strategy and Marketing Management. She has keen interest in consulting and teaching digital strategies for businesses, performance marketing, and digital branding. Her research interest areas include consumer interaction with information and communication technology (ICT), media choice behavior, and multichannel retail. She has a PhD degree in Marketing Management from Indian Institute of Management Lucknow.

### Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of

Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **11th** in 2023.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programmes.

## **LOCATION**

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:

### **EL&D Office:**

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