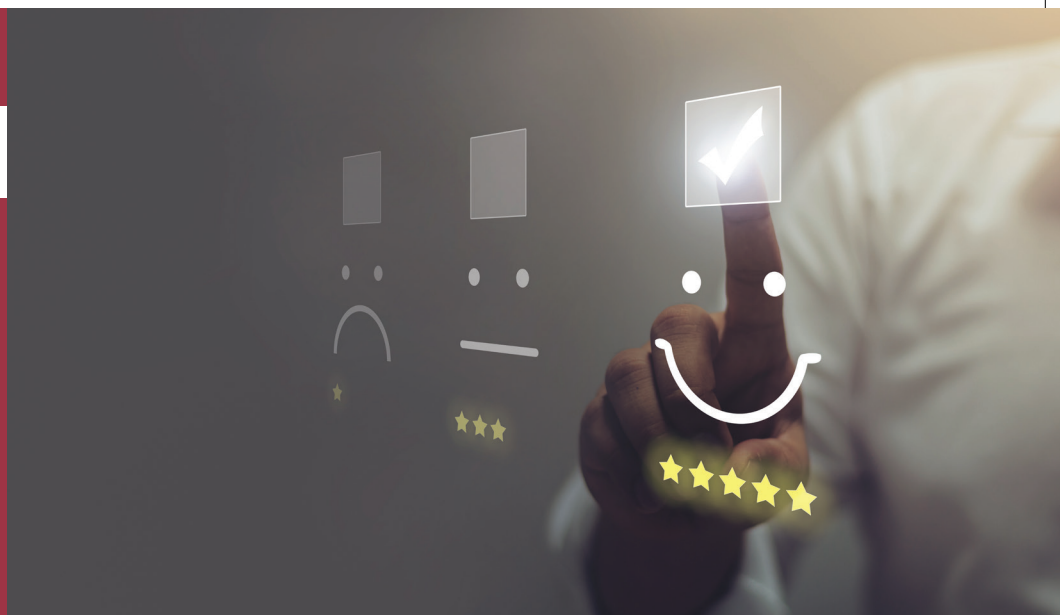




Building Customer Centric Organizations



Introduction (Programme)

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:

- Understanding the customer
 - a. Assessing customer needs and values
 - b. Measuring customer satisfaction and gathering feedback
- How to build a customer centric culture in your organization?
- 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.

Programme Directors



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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.



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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.