

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD

The world-class campus of Nirma University is located on Sarkhej-Gandhinagar Highway, about fifteen kilometers from the walled city of Ahmedabad. It is the outcome of the visionary leadership of one of the most successful entrepreneurs of India, Padmashri Dr. Karsanbhai K. Patel, who has created a business conglomerate known as Nirma Group. Institute of Management is a constituent of Nirma University, which was set up in 1996 by Nirma Education and Research Foundation to promote excellence in management education. The Institute has been consistently growing under the guidance of Shri Ambubhai Patel (Vice-President) and Dr. N. V. Vasani (Director General –Nirma University). Dr. C. Gopalkrishnan is Director of the Institute of Management and Dean – Faculty of Management. The Institute has been undertaking a wide range of educational and training related activities and series of national and international conventions which have helped it emerge as one of the premier business schools in the country within a short span of twelve years. Presently, it is rated as one of the top twenty five B-Schools in the country. Its mainstream programmes include MBA (Full Time), MBA (Part Time), MBA (Family Business and Entrepreneurship) and Ph. D. in Management. The Institute also offers Executive Diploma Programmes in various functional areas of management. The Institute conducts need-based in-house training programmes to meet the training needs of industry. The Institute has academic alliance with international universities, such as New Mexico State University, USA; Hanyang University, South Korea; Florida Atlantic University, USA; and Minnesota State University, USA to name a few. The facilities on the campus include air- conditioned classrooms, a state-of-the art library, a 450-seater auditorium, well-equipped computer centre and hostels for the students.



For further information, please contact:

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Management Development Centre

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Management Development Programme

2010-11



CUSTOMER EXPERIENCE MANAGEMENT MAKING CUSTOMERS FALL IN LOVE WITH YOU

July 15-17, 2010

Programme Leaders

Prof. Rajnish Jain
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Prof. Jayesh Aagja
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Nirma University
Ahmedabad: 382481 (Gujarat)

INTRODUCTION

Customers are the life blood of any business organization. Creating happy and loyal customers is the reality for survival, sales and profitability. Ever changing requirements of customers and intensifying competitive pressures call for innovative, sophisticated and effective marketing practices. Customer experience management is globally recognized as the key for competitive advantage in modern marketing warfare. Experiences are unique to the organizations, difficult to be imitated. Creating and delivering total customer experience allows winning the share of Heart, Mind and Wallet of the customers. It aims at providing a superior value proposition, built around blending of product, services, people, events, environment and communication for engaging customers in the entire consumption chain.

OBJECTIVES

The programme will enable participants to:

- Understand the dynamics of Customer Experience Management (CEM)
- Derive Return on Customer Experience
- Design strategies for unique, superior, memorable, and pleasurable customer experience
- Measure Customer Experience Management effectiveness

CONTENTS

- Foundations of Customer Experience Management
- Customer Experience and Returns to the Organization
- Designing Pre Purchase (Brand Experience), Purchase (Shopping Experience), and Post Purchase (Relational) Strategies
- Understanding and managing customer emotions
- Managing touch points, clues, and environment
- Techniques for measuring CEM effectiveness

PEDAGOGY

Experiential learning through a blend of interactions, case studies, group activities, field visits, and lecturing involving multimedia tools.

WHO SHOULD ATTEND?

- Senior managers responsible for Marketing, Sales, Product Management, Brand Management, Customer Relationship Management, and Customer Experience Management from manufacturing and service organizations
- Senior managers from Retail industry
- Senior executives from Creative and Client Service departments of Advertising Agencies

FACULTY

The Faculty of Institute of Management, Nirma University would conduct the programme.

PROGRAMME LEADERS

Dr. Rajnish Jain

Professor Jain has 21 years of experience as teacher, researcher, corporate trainer and consultant in the area of marketing. His interest areas are services marketing, consumer behaviour, customer relationship management, strategic marketing, and customer experience management. He has participated in many national and international workshops, seminar and conferences, published in referred journals. He has conducted MDPs for Private and Public Sector Organizations. He has visited many global business schools - Harvard Business School, Kellogg Business School, Stanford Business School, Sloan Management School - MIT, Clear Lake University – Houston, Haas Management School of California University in various capacities.

Dr. Jayesh Aagja

Prof. Aagja has over ten years of experience in academics. He has presented research papers in national and international conferences and participated in various management seminars and workshops. His areas of interest are services marketing, marketing metrics and consumer behaviour. He is involved in EDP's offered by the Institute.

VENUE AND DURATION

The programme will be conducted at Institute of Management, Nirma University, Ahmedabad during July 15-17, 2010.

PROGRAMME FEE

Non Residential : Rs. 8400

A company nominating three or more participants for the programme will be entitled to 10% discount.

The fee includes presentation material, refreshment and lunch on the programme days.

The fee to be paid in advance through a demand draft or a local cheque drawn in favour of 'Institute of Management, Nirma University' payable at Ahmedabad.

ACCOMMODATION

University Guest House with basic facilities is available for Rs. 1500/- per day.

NOMINATION FORM



Management Development Programme 2010-11
CUSTOMER EXPERIENCE MANAGEMENT
Making Customers Fall in Love with You
July 15-17, 2010

Name of the Participant _____

Designation _____ Date of Birth _____

Organization _____

Address for Communication _____

Phone _____ Mobile _____

E-mail _____ Fax _____

Current Job Responsibility

Expectations from this programme

Date _____

Signature _____

Participant can be sponsored by self or by his / her employer.
If sponsored by the employer, please complete this section.

TO BE FILLED BY THE SPONSOR

Name and Designation of Sponsor _____

Name and Address of Organization _____

Phone _____ Fax _____ E-mail _____

Payment Details: Demand Draft / Cheque No. _____

Bank _____

(Drawn in favour of "Institute of Management, Nirma University" payable at Ahmedabad.)

Signature and Seal of sponsor _____

Please return filled up form to:

Management Development Center
Institute of Management, Nirma University
Sarkhej Gandhinagar Highway,
Ahmedabad-382 481, Gujarat
Ph.: 02717-241900-04 Fax: 02717-241916
Email: eec@nim.ac.in

(Please feel free to make photocopies of this application form.)