Customer
Relationship
Management
November 21-26, 2016

Executive Education
Indian Institute of Management, Ahmedabad

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Introduction

"Customer is the King" is a widely used phrase today in the environment of increasing competition and consumer awareness. In the 'Fast Moving Consumer Goods' industry, while one or two companies dominated the scene in the 80s and the 90s, recent periods have seen fragmentation of the markets not only in terms of brands but also in terms of national and regional companies as well as product categories. As the choices available are increasing and customer is becoming more aware, the challenges before the marketing executives are also increasing. To serve the customer in a better way, it is foremost that the customer is understood better. The combination of above factors has given rise to the practice of 'Customer Relationship Management' or CRM and going further in developing individual relationships. The trend is shifting to 'Customer Managed Relationship' or CMR. It could be viewed as a practice of managing relationship with the customers with the help of IT that helps in integrating database knowledge with customer retention and growth strategy of the company.

IT has revolutionised the business. It has increased efficiency by reducing the time and the cost to perform various activities and has increased the accuracy of processing data. IT makes it possible to keep records of millions of customers and billions of transactions. It also assists in processing data at a very high speed. New insights in management science have given us newer mathematical and behavioural models that help us understand the consumer in various perspectives. It is possible to measure brand loyalty, customer churn, life time value and so on. A majority of techniques like collaborative filtering, artificial intelligence, and ERP have been evolved to personalise relationships with customers.

After ERP software, CRM is the single largest source of investment in companies. In the last three decades, many organisations have drained a lot of money as investments on ERP. Early results show that experience with CRM is no different either. Companies make investments on CRM to realise that the end result is not according to the expectations. Many a times, the functions desired by CRM application are not available and, at other times, there is a mismatch between expectations and delivery. Studies have shown that up to 32 per cent of CRM efforts fail to achieve their targets. This rate is as high as 55 per cent in the first year of operations. Careful execution of CRM would result in saving lot of time and money for the organisation.

The above gap is what this programme aims to bridge. The programme aims to understand the realm of CRM and how organisations can use it for creating value, discuss which kind of organisation should adopt a CRM strategy specific to its need and what is the financial and non-financial value derived from CRM, and explain Business Intelligence and its role in CRM.

Objectives

- Understand the concept of CRM and benefits from it.
- Understand how to use data for gaining strategic advantage.
- Understand the linkages between financial profitability and CRM efforts.
- Understand CRM software and hardware and challenges in CRM implementation projects.
- Identify the appropriate CRM strategy.
- Design strategy for enhancing revenue management.

Content

- CRM as a strategy
- Using customer data for designing offers
- Implementation of CRM
- Managing customers for life
- Evaluating customer profitability and developing strategic cost advantage
- Selecting the right CRM strategy
- Business Intelligence
- Evaluating customer profitability and developing strategic cost advantage
- Determining ROI of CRM initiative
- Social networking

Target Audience

The programme is designed for Marketing Managers and Information Systems Managers interested in understanding the relationship between customer, CRM, and Information Systems. Marketing Managers who wish to understand the concept of CRM and wish to implement it in their respective organisations or IT Managers who are evaluating various CRM products would benefit from the programme.

Faculty

- Abhishek
- Dutta, Goutam
- Kaul, Asha
- Sharma, Dheeraj
- Sinha, Piyush K. (Faculty Co-Chair - CRM)
  E-mail: pksinha@iima.ac.in
- Verma, Sanjay (Faculty Co-Chair - CRM)
  E-mail: sverma@iima.ac.in

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **November 07, 2016.**

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Officer - Executive Education
Indian Institute of Management, Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4472 to 77 and 4462 to 69
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
E-mail: exed@iima.ac.in
Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR 1,40,000 (+15% service tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **November 07, 2016**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these three ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
   Indian Institute of Management, Ahmedabad

2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
   (IFSC:YESB0000007, SWIFT Code: YESBINBB)

3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)

4. Purpose of Remittance:
   Customer Relationship Management

5. IIMA Permanent Account Number (PAN):
   AAATI1247F

6. IIMA Tax Deduction Account Number (TAN):
   AHMI00189A

7. IIMA Service Tax Registration Number:
   AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway
Please visit the IIMA website (www.iima.ac.in/exed) for more information.

[C] Demand draft/cheque payable at par at Ahmedabad
The cheque/draft should be in favour of **"Indian Institute of Management, Ahmedabad"** and sent directly to Executive Education Office through courier or speed post.

Discount

Early Bird Discount: Nominations received with payments on or before **November 01, 2016** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organization sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organizational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- Gender Resource Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.