

**Subject: International Management Development Programme on "Customer Experience Management (CEM)" by leading Indian and International Professionals & Trainers at Hotel City Park, Pitampura, New Delhi on Saturday, 7<sup>th</sup> April, 2012.**

**Dear Sir/Madam,**

**Greetings from BVIMR!!**

**Bharati Vidyapeeth University Institute of Management and Research (BVIMR), New Delhi** is a major constituent unit of Bharati Vidyapeeth University, Pune, (Re-accredited with "A" Grade by NAAC. It is an ISO 9001:2008 & 14001:2004 certified Institute and its MBA program is duly re-accredited by National Board of Accreditation (AICTE). The institute has been ranked amongst top 50 B-Schools in India by Business India/Hindustan Times/Outlook/Career 360 Magazines. It has been honoured with B-School Leadership Award by Star News. We conduct Management Development Programmes, National & International Conferences and Seminars. We also conduct Workshops, Panel Discussions, National Research Paper Competitions, and Staff Development Programmes for the corporate managers, Academicians, Researchers and Students etc.

Customer satisfaction is key to success of any business organization, it is, therefore, very important for companies to maintain cordial relationship with their customers. A company's ability to create a delightful experience for customers, sets it apart from the competition and help to generate loyalty to its brand. Brand Loyalty is created through company's relations with its customers and to satisfies their unique needs. Customer experience is a sum total of all experiences a customer have with suppliers of goods and services.

Customer Experience Management (CEM) is a comprehensive approach to connect with customers at close point, and engage with them to provide a delightful experience and a lasting relationship. CEM also helps to retain customers and to give the companies a distinct competitive advantage.

It gives us immense pleasure to inform that BVIMR, New Delhi is organizing ***International Management Development Programme on "Why and How to Manage***

*Customer Experience” by leading Indian and International Trainers and Experts.* The details of the programme are available in the brochure enclosed herewith.

**Objectives:** How to develop a viable CEM strategy and develop appropriate CEM model, which can serve customer within the CEM parameters.

**Who should attend:** This Programme is intended for the managers of customer affairs. It is also useful for the internal stakeholders who are involved with Customer Experience Management process. The following will also benefit from this programme:-

- Managers in Service Sector
- Academician
- Researchers

We cordially invite you to participate in this programme and be enriched by the experiences of globally renowned experts in this field. The participation fee is Rs. 3500/- per person for Professionals/Managers and Rs.2500/- for Academicians, which is inclusive of participation fee, Course Kit Lunch and tea/Coffee, Refreshment etc. For more details, please contact Mr. Lokinder Kumar Tyagi, Coordinator on 9811558451 or e-mail at [lokinder.tyagi@gmail.com](mailto:lokinder.tyagi@gmail.com) / [bvimr.mdp@gmail.com](mailto:bvimr.mdp@gmail.com).

Looking forward for your earliest confirmation for participation.

**With Regards,**

**Dr. Sachin S. Vernekar**  
**Director**

Encl: As above.

**INTERNATIONAL MANAGEMENT DEVELOPMENT  
PROGRAMME (IMDP) on**  
**Why & How To Measure  
Customer Experience Management**



**Saturday, April 7, 2012  
Hotel City Park, New Delhi**

**BHARATI VIDYAPEETH UNIVERSITY**

**INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

An ISO 9001:2008 & ISO14001:2004 certified institute

Top 5 B-Schools in Delhi and top 50 in India by Business India, Hindustan Times,

Career 360 Magazine, Re-accredited with "A" grade by NAAC,

Awarded Best B-School Leadership Award 2011 by Star News.

NBA Accredited MBA Programme.



## About BVU,

Bharati Vidyapeeth University, Pune, in recognition of its academic excellence, Govt. of India granted status of "Deemed to be University" on 26th April, 1996 and has been Re-accredited with "A" Grade by NAAC. It is one of the few Universities which has under its umbrella diverse discipline such as Management, Medicine, Law, Engineering, Science, Art, Commerce, Pharmacy, Architecture and Social Work.

The Bharati Vidyapeeth University Institute of Management and Research (BVIMR), New Delhi (a major constituent unit of Bharati Vidyapeeth University, Pune). is an ISO 9001:2008 & 14001-2004 certified Institute and its MBA program is duly re-accredited by National Board of Accreditation (AICTE). The institute has been ranked amongst top 50 B-Schools in India by Business India/Hindustan Times/Outlook, Career 360 Magazine. It has been honoured with B-School Leadership Award by Star News.

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## Four leading Indian and Sri Lankan Professionals Present Why and How to Measure Customer Experience Management

CEM is a comprehensive tool to connect with your customers at every touch-point, face the moment of truth and engage to provide a delightful experience and a lasting relationship. CEM helps retain and grow customers and pave the way to achieve sustainable competitive advantage.

### Seminar Objectives:

How to strategize an organization towards a CEM framework, develop appropriate CEM models, profile and serve customers within CEM parameters and provide useful insights of CEM.

### Target Audience:

Everyone in the organization contribute to CEM, hence it permeates to all internal stakeholders, not only frontline staff who manage customer facing but all.

### Sessions and Facilitators

09.00 - 10.30 am	Profiling	Dr. Upali Mahanama
10.30 - 11.00 am	Tea Break	
11.00 - 12.30 pm	Modeling	Dr. Sachin S. Vernekar
12.30 - 01.30 pm	Lunch Break	
01.30 - 03.00 pm	Strategizing	Dr. Ranjan Madanayake
03.00 - 03.30 pm	Tea Break	
03.30 - 05.00 pm	Insights	Dr. K. Venkat Subramanian

### Dr. Upali Mahanama

(DBA, FSBP, MNZIM, FMSLIM)

He is a Marketing Consultant and Trainer with over 40 years of industry experience. He has presented many Research Papers on Marketing and Human Resources and conducted Training Seminars, in over 20 countries in Europe, Africa, Asia & the Middle East. He is a co-author of the book Marketing Skills in Management, published in India



### Dr. Sachin S. Vernekar

(BCom (Hons), LLB, MBA, PhD, FIMA)

Director of the Bharati Vidyapeeth Educational Complex, New Delhi. His career spans over 30 years. He has presented 27 papers and organized over 150 national and international conferences, seminars and workshops. He is a recipient of several accolades and awards from national and international bodies.



### Dr. Ranjan Madanayake

(DBA, CPM, FSPMgt, FSBP, MCInstM, RPM, MMA, MNZIM, MIM (SL), MSLIM, FCPM, FGMN)

Marketing Consultant, Senior Lecturer in Marketing and author and co-author of six books. He has also presented over 100 papers both nationally and internationally. Has over 40 years of industry experience.



### Dr. K. Venkat Subramanian

(BE, MISAE, FIE, PGDMM, FUWA, DLitt, PhD)

Holds two Doctorates - in Marketing and Management. Possess over 40 years of industry experience in many corporate functions. He is a management consultant and a visiting faculty in reputed business schools, and a corporate trainer. He has published over 40 papers in national and international seminars.



## Registration

### Registration Details:

- |                            |                   |           |
|----------------------------|-------------------|-----------|
| • Professionals / Managers | • 3500 Per Person | US \$ 150 |
| • Academicians             | • 2500 Per Person | US \$ 50  |

(Note : The registration fee includes the IMDP Kit, Lunch, Tea / Coffee & refreshment.)

### Payment Mode

Demand Draft in favour of Director, BVIMR, New Delhi payable at New Delhi



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**Prof. Lokinder Kumar Tyagi**

Convenor

Contact: 9811558451,

Email: lokinder.tyagi@gmail.com

**Dr. Sachin S. Vernekar**

Director, BV Educational Complex

Chief Coordinator



**Bharati Vidyapeeth University Institute of Management & Research, New Delhi**  
(Constituent unit of Bharati Vidyapeeth Deemed University)

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**REGISTRATION FORM**

Name of the programme : **International Management Development Programme on  
"Customer Experience Management" (April 7, 2012)**

Venue : Hotel City Park, Pitam Pura, New Delhi

Name of the participant : \_\_\_\_\_

Designation : \_\_\_\_\_

Name of organization : \_\_\_\_\_

Address : \_\_\_\_\_

Phone No. (O) : \_\_\_\_\_

(R) : \_\_\_\_\_

Mobile : \_\_\_\_\_

Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_

**Payment Details : Rs. 3500/- for Corporate Executives & Rs. 2500/- for Academics**

We hereby enclose a demand draft/ cheque for Rs. \_\_\_\_\_

No. \_\_\_\_\_ Dated \_\_\_\_\_

Drawn on \_\_\_\_\_

In favour of Director, BVIMR, New Delhi payable at New Delhi-110063.

Dated \_\_\_\_\_

Signature \_\_\_\_\_