

GUEST LECTURE ON CUSTOMER EXPERIENCE MANAGEMENT

ORGANISED UNDER INDUSTRY INSTITUTION INTERFACE

TARGET AUDIENCE: II semester "A, B, C, & D" section

DATE: 24th May, 2018.

RESOURCE PERSON: MR. GURUDUTT SHENOY

CADEMIC CONSULTANT

PROFILE OF THE RESOURCE PERSON: MR. GURUDUTT SHENOY

Gurudutt Shenoy is a Mechanical Engineer from NITK, Surathkal (earlier KREC) and a PGDM from IIM, Calcutta, with over 30 years of work experience in India and Abroad. He has worked for reputed brands such as HMT, Widia Kennametal & Wipro in India and Toyota, Lexus, Ford & Hyundai abroad. He has vast experience of Strategic Planning & Implementation across various Industries. In particular, Customer Experience Management (CEM) has always been his area of

passion and he has implemented various CEM programmes during his working career. Currently, he is working as a Freelance Consultant pursuing his passion of disseminating the principles of CEM across companies and energizing the workforce through CX thinking.



The session started at **9.00am**. **Mr.Gurudutt Shenoy, Academic Consultant** introduced the topic of Customer Experience Management. According to Gartner customer experience management (CEM) as “the practice of designing and reacting to customer interactions to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty and advocacy.” It is a strategy that requires process change and many technologies to accomplish.

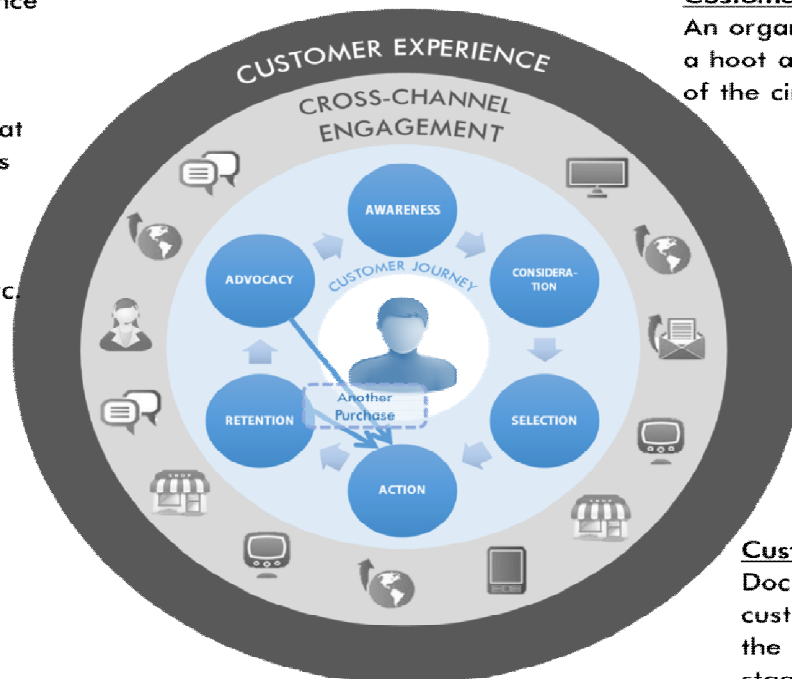
He said that initially marketing, advertising, promotions and sales & after sales was given priority by the firms. Later evolvement of direct marketing came into the picture which included customer service, customer satisfaction, and data base management. As the years passed Customer relationship Management became popular with the emphasis on relationship

marketing, sales force automation, and ecommerce. Today, customer Experience Management (CX) which includes empowering customers, artificial intelligence and analytics is preferred by the organizations.

CUSTOMER JOURNEY MAP WAS EXPLAINED DURING THE SESSION

Customer Experience

Includes influence from external forces that cannot be controlled: What your customers say, What competitors say, What the media says, etc.



Customer Centricity

An organization that gives a hoot about every layer of the circle(s).

Customer Journey Map

Documenting how a customer engages with the grey icons at each stage in the blue cycle.

MS power point presentation and supported by Videos pertaining to Customer experience were shown to the students. The students put forward their views and queries which were promptly answered by the resource person. The session ended at 10.25am. Prof. Anitha Dsilva proposed vote of thanks, distributed the feedback forms and marked the attendance of the students.

