

REPORT OF WEBINAR

ON CUSTOMER EXPERIENCE MANAGEMENT



RV Institute of
Management

*Creating the
world*

Webinar on Customer Experience Management (CXM) *Aligning with the Customer Journey*

Date: Friday, 19th June 2020



RV Institute of
Management

CUSTOMER EXPERIENCE MANAGEMENT

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DR. PURUSHOTTAM BUNG

Director, RVIM, Bengaluru



MR. K B NAGARAJU

Senior Lecturer, RVIM, Bengaluru



MR. GURUDUTT SHENOY

Dr. K. S. Sureshwar, Mentor
and Adjunct Faculty,
RVIM Bengaluru

WEBINAR ON CUSTOMER EXPERIENCE MANAGEMENT

Date: 19-6-2020

Venue: Virtual/ Institute

Time: 11.00am to 1.30pm

Target Audience: Faculty, research Scholar, Industry personnel

No. of Participants: 205

Event Coordinator: Prof. Anitha B.M. Dsilva

Objectives

- To comprehend on the concepts of Customer Experience management
- To present CEM with relate to service organisation's/ online platforms
- To organise webinar online and provide interactions to the participants during the pandemic situation

Agenda/Flow of the Event

- Session 1 : Evolution and Emergence of Customer Experience Management
- Session 2: CXM concepts and Frame work
- Session 3: Customer Experience- The cool strategic tool of Big Basket
- Session 4: CXM in Education and the way forward
- Question and answer session

PROFILE OF WEBINAR SPEAKERS

Dr. Purushottam Bung (Evolution & Emergence of CXM @RV Institute of Management)

Dr. Purushottam Bung is an Engineer with rich experience in various departments of production & 'VIDEOCON' and also at some of the Australian companies in various capacities, during his stay in Melbourne, Australia. He has a total of 22 years of experience as an Academician at various renowned Institutions along with 03 years of rich experience in industry. Dr. Bung was conferred with "Distinguished Educator" award by the Discovery Media, New Delhi in 2013. In 2015 he has been awarded as 'Best Director of a B-school in Karnataka' as part of Education Excellence Awards - 2015 by Brands Academy, Delhi. He is member of many Associations and Institutional bodies like AIMA, AIMS, ISTD, NHRD, SMF, ISABM, MEDC, SEE, EPSI, AICP, MTC Global, etc. He is mentoring many new local entrepreneurs under 'Navodyami' program of Deshpande Foundation, Hubli sand box region and is an active member of TiE (The Indus Entrepreneur - A global

entrepreneur's network).

Mr. Gurudutt Shenoy (CX Framework & Implementation-A Case study of Amazon @RV Institute of Management)

Mr. Gurudutt Shenoy is a seasoned leader with over 30 years of industry experience in Marketing & Business Strategy, Customer Experience Management & Design Thinking in India and abroad. Mr Shenoy has worked in a wide range of industries ranging from Machine Tools, Cutting Tools, Computers, Automobile & Travel and has exposure to a wide range of international brands - Toyota, Ford, Kia, Wipro, Widia Kennametal and HMT. Currently, he is actively working with RVIM as Adjunct Faculty and driving several initiatives towards preparing the students better for Industry. He has conducted many Faculty Development Programmes and published a paper on Customer Experience in India. He is an Engineer from NIT, Karnataka and a PGDM from IIM, Calcutta.

Mr. K B Nagaraju (Customer Experience- The core Strategic Tool of Big Basket @RV Institute of Management)

KBN as he is known, has over 38 years of rich experience in Hi-tech, Automotive, Logistics and E-commerce sectors. He is a Mechanical Engineer (1981-College of Engineering Guindy, Madras) and an alumnus of IIM Calcutta (1985). Currently as Chief Customer Experience Officer, Bigbasket, he takes care of customer facing functions: Delivery operations and Customer Service. BigBasket is the largest e-commerce company in the groceries space with presence in 10 metro cities and 16 Tier 2 cities with over 20000 employees and handling more than 6 million orders per month. In a career spanning nearly 4 decades, he held senior management positions at TVS Logistics Services India Pvt. Ltd as its COO, Lenovo India as its VP- Supply Chain, DB Schenker India as Director- Logistics and Hewlett Packard India as its Logistics Head. A veteran in Supply Chain and Logistics domains, he is a regular speaker in Supply chain and Logistics E-commerce related seminars and conferences in India and abroad.

Webinar Flyer



RV Institute of Management

Go, change world

Live Webinar

Topic : Customer Experience Management - *Aligning with Customers*



Friday 19th June 2020



11.00 am to 1 00 pm

KEYNOTE SPEAKER



Mr. D. Shivakumar
(TENTATIVE, CFMM - BY 15th JUNE)
Group Executive President
Corporate Strategy & Business
Aditya Birla Group



Dr Purushottam Bung
Director
RV Institute of Management



Mr. K B Nagaraju
Director at Innovative Retail
Concepts Pvt Ltd | Big Basket



Mr. Gunadittin
CEM Consultant & Advisor
RV Institute of Manag

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Director