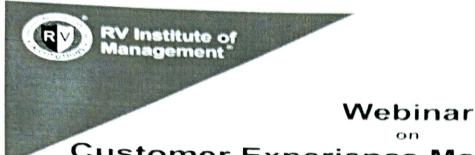
REPORT OF WEBINAR

ON CUSTOMER EXPERIENCE MANAGEMENT



Cher & trade por 11 in

and the

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

Date: Friday, 19th June 2020



RV Institute of Management

CUSTOMER EXPERIENCE MANAGEMENT

<u>Click To Register</u> For queries, contact Prof. Anitha D'silva @ 9742278754, anithadsilva.rvim@rvei.edu.in



DR. PURUSHOTTAM BUNG



MR. K B NAGARAJU





MR. GURUDUTT SHENOY

WEBINAR ON CUSTOMER EXPERIENCE MANAGEMENT

enti

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
	nline and provide interactions to the participants during the pandemic
situation	
Agenda/Flow of the Event	
- Session 1 : Evolution a	nd Emergence of Customer Experience Management
- Session 2: CXM conce	pts and Frame work
- Session 3: Customer E	xperience- The cool strategic tool of Big Basket
- Session 4: CXM in Ed	ucation and the way forward
- Question and answer s	ession
PROFILE OF WEBINAR S	PEAKERS

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 a 'VIDEOCON' and also at some of the Australian companies in various capacities, during his stay Melbourne, Australia. He has a total of 22 years of experience as an Academician at various renowne 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).

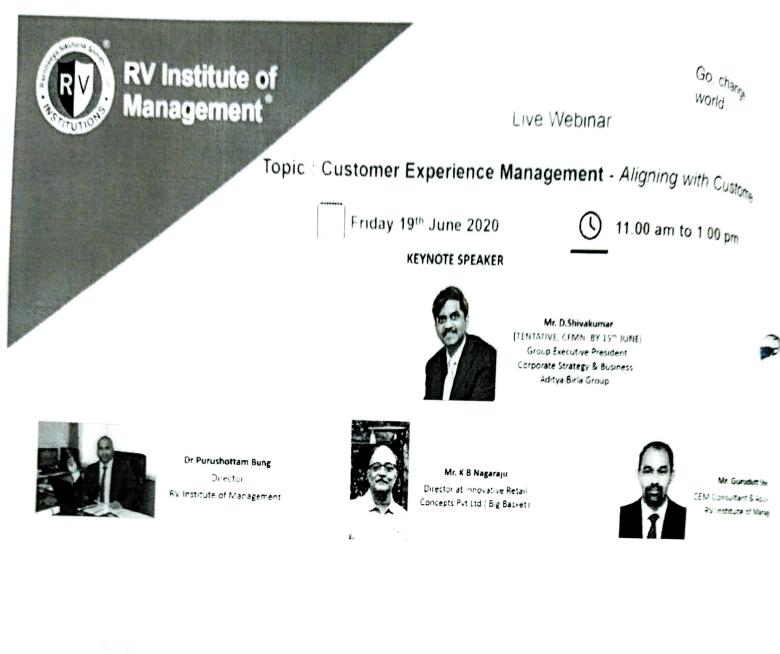
Mr. Gurudutt Shenoy (CN Framework & Implementation-A Case study of Amazon (a RV Institute of Management)

Mr. Gurudutt Shenoy is a seasoned leader with over 30years 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 (a RV Institute of Management)

KBN as he is known, has over 38 years of rich experience in Hi-tech, Automotive, Logistics and Ecommerce 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



Report Prepared by Prof. Anitha BM D'silva Department of marketing RVIM

