

# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## CUSTOMER-CENTRIC LEADERSHIP: STRATEGIES FOR SUSTAINED MANAGEMENT SUCCESS



**Programme Directors: Prof. Prashant Mishra &  
Prof. Saravana Jaikumar L.**



**Programme Dates: February 17 - 21, 2025**



**Programme Venue: MDC, IIM Calcutta**

# INTRODUCTION

In today's market-driven landscape, a fervent commitment to customer satisfaction is a pivotal strategy for achieving superior profits. Market-oriented companies recognize customers as the cornerstone of profitability, cash flow, and earnings, understanding that while products and assets are transient, the customer remains the most enduring asset. This realization underscores the imperative for businesses to deeply understand the impact of customer relationships on their success and profitability. As we navigate the challenges of the new millennium, achieving the highest levels of customer satisfaction becomes not just a goal but a necessity for survival. Satisfied customers, however, are only a starting point; the ultimate aim is to elevate satisfaction to customer delight, fostering emotional connections with the brand that transcend rational preferences and engender true loyalty.

Our programme delves into the essential strategies for captivating customers and securing their lifelong loyalty, outperforming competitors, and harnessing non-traditional tools for enhanced customer satisfaction that have been underutilized in the Indian market. Drawing upon extensive research and practical experience, this programme posits customer service as a critical profit center in today's competitive environment, offering insights into transforming customer-centricity into a powerful lever for sustained management success.

## OBJECTIVES

- To identify key issues, challenges, and opportunities to enhance the value proposition to the customers.
- To establish the connectivity between market orientation, customer satisfaction, market based management and profitability and design the strategies to make this happen.
- To verify the hypothesis that customer service can be a profit center.
- To identify the main drivers of customer delight and design a strategy to deliver them; and
- To understand the main pillars of Customer Relationship Management (CRM).



## KEY TOPICS

- Customer-centric orientation and Customer Focus
- Customer analysis and value creation
- Customer satisfaction and dissatisfaction: concept and value
- Managing customer loyalty
- Customer Retention and Profit impact of customer retention
- Customer service – profit centre and not cost centre
- Building and managing life-long relationship with the customers
- Customer Analytics
- Customer Service Strategy in Digital World
- Role of Social Media in Managing Customer Relationships
- Role of Customer Success Teams



## PEDAGOGY

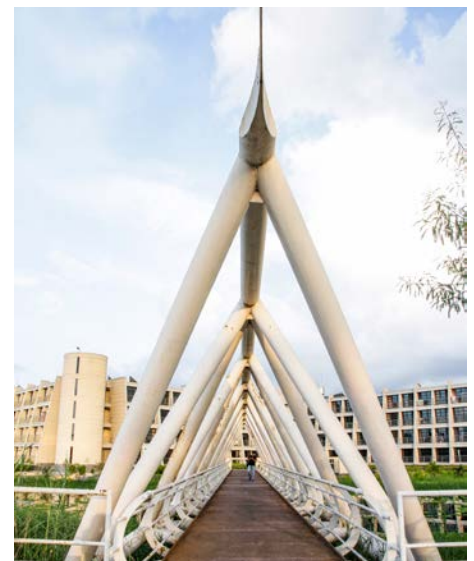
Concept discussions, case studies, experience sharing, assignments and small group workings for developing strategies for better customer centricity.



## WHO MAY ATTEND

This programme is designed for a diverse group of senior professionals, including:

- Senior executives and managers overseeing customer service, sales, or marketing departments who are directly responsible for shaping customer experiences and outcomes.
- C-suite leaders (CEOs, COOs, CFOs, CMOs, CXOs) interested in steering their organizations towards a more customer-centric approach, recognizing the strategic value of aligning business operations with customer needs and expectations for long-term success.
- Strategy directors and senior leaders tasked with organizational development, seeking innovative ways to embed customer-centricity into the core of their business models and strategies.
- Any forward-thinking executive looking to transform their organization's culture to one that prioritizes customer satisfaction and loyalty as the keys to sustained growth and competitive advantage.





## PROGRAMME DIRECTORS

**Dr. Prashant Mishra** is a Professor in Marketing area at IIM Calcutta. His research interests include Sales & Marketing Processes, Consumer Psychology, Digital Marketing and Sustainability. In Executive education, he has led, designed and delivered learning and development initiatives for Business Leaders, Mid-level Sales and Marketing Leaders, Unit Heads for more than 50 organisations both in Public and Private sectors. Some salient initiatives were for leading Indian FMCG, Telecom, Banking, Insurance, Pharmaceutical and Energy (including Oil & Gas, Power) and IT Firms. He has also conducted programmes for Senior Management Professionals with International learning component and has led several senior business executive delegations across the globe for interactions with the Corporate Headquarters, Policy Research Institutions, Local Nodal Ministries, Local Industry Associations and Chambers of Commerce, Manufacturing Units of Leading Firms, International multilateral institutions such as WTO, UN, ILO, EU, OPEC, etc. His recent consulting engagements have been mostly on building customer-centric processes, marketing audit, creating new brand and brand strategy, sales process mapping and facilitating strategy planning in leading Indian conglomerates.

**Dr. Saravana Jaikumar L.** is an Associate Professor in Marketing area at IIM Calcutta. He is a Fellow (Ph.D.) of Marketing from IIM Ahmedabad and MBA from Cardiff Business School, UK. His research work has been published in reputed international journals including Journal of Advertising Research, Journal of Business Research, Marketing Letters and Journal of Product and Brand Management. He is interested in research related to pricing, pharmaceutical price regulation, and consumer behavior at the 'bottom of the pyramid'. His research work is mainly quantitative in nature and includes application of machine learning and artificial intelligence techniques to resolve marketing issues.



## PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on February 17, 2025
- Programme Conclusion:** 2:00 PM on February 21, 2025
- Accommodation:** For Residential participants, on single occupancy
  - **Check-in:** February 16, 2025 (6:00 PM onward)
  - **Check-out:** February 21 2025 (2:00 PM)



## PROGRAMME FEES

- Residential (R):** ₹ 1,35,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,25,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

### Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



## TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



## HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

## IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



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**For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in)**