

# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

ON

### CUSTOMER LOYALTY MANAGEMENT

**21<sup>st</sup> & 22<sup>nd</sup> February 2024 | 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM**



#### BACKGROUND

Acquiring the right customers and then retaining them is crucial to maintain business profitability. Loyal customers stay longer with a brand and provide an opportunity for deep insights and engagement. When customers trust a brand, they become brand promoters and this evangelizing creates a business success story. Thus, it is important to understand that how customers think, feel, value, and remain loyal to a brand. Understanding customer loyalty factors can guide a company to prioritize resources and budget. The right assessment of customer behaviour reduces a company's ambiguity to launch new products and promotions.



#### THE TARGET PARTICIPANTS

Executives of product or service-oriented industries who are looking for crafting customer-centric activities to attract and retain a loyal customer base



#### OBJECTIVES OF PROGRAMME/LEARNING OUTCOMES

*Customer Loyalty Management* a programme to help you to understand the loyalty dynamics that are essential to maintain long-lasting customer relationships.

This programme is designed to help the participants to make the right assessment of customers' needs/expectations. The interactive sessions will offer impactful learning in complex theoretical conceptualizations. More specifically, it targets to understand:

- the forms of customer loyalty
- to discover new insights about factors affecting customer loyalty
- models of customer lifetime value
- impact of loyalty programmes on customer lifetime value
- role of artificial intelligence in driving true customer loyalty
- knowledge and applications of survey analytics
- use of a human-centric approach to improve the customer experiences



#### PROGRAMME CONTENTS

- I. Understanding the True Customer Loyalty
- II. Managing Customer Loyalty by Experience Variables
- III. Managing Loyalty programs and Customer Lifetime Value (CLV)
- IV. Leveraging Artificial Intelligence (AI) to Drive True Customer Loyalty
- V. Customer Survey Analytics: NPS vs CSAT vs CES

VI. Human-centric Approach toward Customer Centricity

## PEDAGOGY/METHODOLOGY

An appropriate mix of interactive lectures, worksheets, practical exercises, and case studies.

## VENUE AND DURATIONS

The programme will be held online through Zoom platform **21 & 22 February 2024**. All participants will be awarded with an e-certificate with digital signature by MDI Murshidabad upon successful completion of the programmes.

## REGISTRATION AND PROGRAM FEES

The program fees will be "Rs. 7000/- +GST (18%)

Registration Link: <https://forms.gle/AxZJfBfnK7egyo389>

• No refund of Programme Fees but substitute allowed. The program fees can be paid through bank transfer as per the bank details given below:

**Account Name:** MANAGEMENT DEVELOPMENT INSTITUTE SOCIETY

**Bank Name:** Punjab National Bank

**Account Number:** 1377205500000019

**IFSC Code :** PUNB0137720

(Please share the transaction details for verification purposes after making payment)

## PROGRAMME DIRECTOR

**Dr. Biranchi Narayan Swar**

Professor-Marketing and Dean-Academic, MDI Murshidabad

## RESOURCE PERSONS



**Dr. Biranchi Narayan Swar**

Professor-Marketing and Dean-Academic, MDI Murshidabad

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination. Dr. Swar has been awarded the National Scholarship from the Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 18 years of rich teaching, research, and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales

and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc. His research interests include shoppers' buying behaviour, online retailing, service quality and branding. He has published more than 30 research papers in various Scopus and ABDC listed Journals. He has guided Ph.D Scholars and presented research papers in more than 50 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India. He has got the best paper awards for his contribution to research in various conferences. He is the reviewer and in the editorial board of various peer-reviewed Journals. Globally, his total research interest score is higher than 65% of the researchers in the area of Marketing as per Research Gate, Germany. He has been academically associated with associations like AIMS International (Association of Indian Management Scholars), and Academy of Marketing (U.S.A) etc. Dr. Swar conducted various MDP/EDPs in the area of marketing like (Managing service-oriented organizations, Advanced data analysis for effective marketing decisions, Managing products and brand-building strategies for Organizational Growth and Sales and Distribution Management etc.) for the corporates like IOCL, HUL, Sony, Voltas, Bosch, Birla Tyres, Union Bank of India, Emami Papers Ltd, John Distilleries and many more. Has undertaken various Consultancy and Project works of reputed Companies as well.



**Dr. Shivani Saini**

Assistant Professor-Marketing, MDI Murshidabad

Dr. Shivani Saini is an Assistant professor in the Marketing Area at the Management Development Institute (MDI) Murshidabad. She is MBA (Hons.), Ph.D. in Business Management, and UGC-NET qualified. She holds a doctorate degree in marketing from Dr. B R Ambedkar National Institute of Technology, Jalandhar. She has over six years of teaching experience in reputed management and engineering institutes. She has attended various FDPs and imparted training in programmes organized by NITTTR, Chandigarh. Her research interests are in Customer Experience Management, Sustainability Management, Customer Loyalty, and Digitalization. She has authored various national and international publications in ABDC, ESCI, and Scopus-indexed journals, including a book on Consumer Experience Management titled *Revolutionizing Business Marketing through Experience Mix: Designing and Managing Perfect Customer Experiences*. She has also participated in reputable national and international management conferences.

Certificate of participation shall be awarded after the completion of the program & submission of program feedback

## CONTACT INFORMATION



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