



Centre for Management Development

# Management Development Program

## CRM IN DIGITAL ERA: MORE THAN A DATABASE

(May 29 - 30, 2017)

College of Management  
& Economics Studies

**UPES**  
THE NATION BUILDERS UNIVERSITY

### PROGRAM OVERVIEW

CRM has far reaching implications for organizations. The impact of Customer Relationship Management (CRM) on the marketplace has been phenomenal. It has shifted the strategic paradigm from mere customer acquisition towards customer acquisition and retention. This program would aim at providing the participants an insight into the foundations and fundamentals of CRM. This program seeks to provide you with approaches that will enable you to understand the framework of CRM practice and its elements.

The objective of the program would be to help the participants get a feel of CRM as a comprehensive business strategy that helps the business organize its activities around the customer. It would equip you with the skills to evaluate and select the technology appropriate for CRM and to lead CRM implementation and create an organization and processes for it.



### PROGRAM OBJECTIVE:

The program has been designed to:

- Provide a conceptual understanding of CRM, its processes, and structure
- Emphasis on the importance of acquiring customers and retaining them for a lifetime
- Enable participants to develop analytical approaches, methodologies and techniques for applying CRM

### WHO SHOULD ATTEND

This program has been designed for Marketing /Sales managers and Commercial and System Managers who are evaluating the various options in CRM and who would like to understand the relationship between Customers, CRM and information Systems.

### COVERAGE:

An indicative list of the sessions to be covered in the programme is as follows:

- CRM as integral business strategy
- Influence of the channels on CRM
- Making sense of Big data
- The Relationship policy
- CRM systems & its implementation strategies
- e-CRM and Social networking
- CRM and ethics

### PEDAGOGY

The program would be delivered through Lectures, Case studies, Group Discussions and Interactions.

### FACULTY

Practitioners from industry and experts from Practitioners from Industry and Experts from Institutions of national repute and UPES will deliver the program.



## Day 1, (May 29, 2017, Monday)

8:45 am - 9:00 am Registration & Welcome Tea  
9:00 am - 10:00 am Opening Remarks & Introduction of Participants

### Capsule 1

10:00 am - 11:30 am CRM as integral business strategy  
11:30 am - 11:45 pm Tea Break

### Capsule 2

11:45 am - 1:15 pm Influence of the channels on CRM  
1:15 pm - 2:00 pm Lunch Break

### Capsule 3

2:00 pm - 3:30 pm Managing Customers for Life - The Relationship policy  
3:30 pm - 3:45 pm Tea Break

### Capsule 4

3:45 pm - 5:15 pm Making sense of Big data  
5:15 pm - 5:30 pm Wrap-up & next steps

## Day 2, (May 30, 2017, Tuesday)

### Capsule 1

10:00 am - 11:30 am CRM systems & its implementation strategies  
11:30 am - 11:45 am Tea Break

### Capsule 2

11:45 am - 1:15 pm e-CRM and Social networking  
1:15 pm - 2:00 pm Lunch Break

### Capsule 3

2:00 pm - 3:30 pm CRM and ethics  
3:30 pm - 3:45 pm Tea Break

### Panel Discussion

3:45 pm - 5:15 pm Best practices in the industry – the way forward  
5:15 pm - 5:30 pm Wrap up & Summary of Program  
5:30 pm - 6:00 pm Valediction Ceremony & End of

### PROGRAM FEE (Exclusive of all Service Tax)

Residential : 20,000/- Non-Residential : 15,000/-  
(10% Early Bird discount available till April 30<sup>th</sup>, 2017)

### GROUP DISCOUNT

Any organization sponsoring more than three participants to a programme will be entitled to a complimentary nomination for the program provided that at least three participants actually attend the programme.

### DURATION & VENUE

**Dates:** May 29 - 30, 2017

**Venue:** Centre for Management Development, UPES, Main Campus, Energy Acres, Bidholi, Via Premnagar, Dehradun, 248007

### PAYMENT

The fee for the program is payable by demand draft payable at New Delhi/Pan India cheque payable at par. The cheque or draft should be in favour of "Centre for Management Development, New Delhi". Fee can also be paid through Electronic Fund Transfer. The details are:

Account Name : Centre of Management Development  
Bank Name : Axis Bank, Hauz Khas, New Delhi  
Account No. : 911020061194835  
MICR No. : 110211048  
IFSC Code : UTIB 0000 552

### For Participation Queries:

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### Centre For Management Development

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### CENTRE FOR MANAGEMENT DEVELOPMENT

Centre for Management Development (CMD) is a brainchild of two pathbreaking institutions; Indian School of Petroleum & Energy (ISPE) and University of Petroleum & Energy Studies (UPES), that have cumulatively dedicated more than 2 decades in imparting training and education programs in the energy & core sectors.

CMD is built on the foundation of a strong experience of these two institutions and draws strength from their great legacy and industry linkages. CMD is focused towards designing and conducting cutting-edge development programs that range across various management functions in the core sector of the economy.

CMD is housed at an outstanding, fully air-conditioned residential learning facility and ensconced in a vibrant yet serene learning environment that offers a unique opportunity for knowledge growth.

### UNIVERSITY OF PETROLEUM & ENERGY STUDIES

University of Petroleum & Energy Studies (UPES) is a first of its kind Energy University in the Pan-Asian region. It has rapidly grown and is acknowledged as an 'Institution of Choice' among students and the corporate community, particularly in the Energy and Core sectors. UGC approved and NAAC accredited, UPES offers a wide range of unique and highly specialized, domain specific programs at the graduate and post-graduate levels. Over 5000 students have passed through its hallowed portals and today occupy key roles, pursuing a fulfilling career.

UPES has provided the management development facilities to CMD for operating the leading edge programs with intimate academic involvement.



### For Academic Enquiries please contact:

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