



**Guest Lecture**  
**On**

**“Customer and Client retention for successful business legends”**

Topic :	Session on “Customer and Client retention for successful business legends” by Mr. Rahul Srivastava, Regional manager (North), Owens Corning India Ltd. , organized for students of MBA and BBA
Date of event :	January 24, 2012
Aim of the Event	<p>"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."-Author Unknown</p> <p>CRM i.e. Customer Relationship Management is a process or methodology used to learn more about customers' needs and behavior in order to develop stronger relationships with them. RDIAS organized a guest lecture on CRM and the main objective of this session was to make students understand the concept with the help of examples. Some of the topics covered were:</p> <ul style="list-style-type: none"><li>➤ What is CRM?</li><li>➤ Why did CRM develop?</li><li>➤ How to win customers?</li><li>➤ Why CRM is important.</li><li>➤ Components of CRM</li><li>➤ Implementation of CRM</li><li>➤ CRM strategies</li><li>➤ CRM process</li><li>➤ Benefits of CRM</li></ul>

Description of the event	<p>After his warm welcome and felicitation by the students, the speaker initiated his session by interacting with students and asking them leading questions, like- who is a customer or client, why do you get a call from customers and what could be the possible meaning of CRM.</p> <p>The speaker then went on to explain the concept of CRM with the help of a graph displaying gap between a company's ambition and actual performance. He told students that CRM works when the companies have to bridge this gap and discussed the reasons for the development of CRM. He further explained the importance of CRM by asking questions from the students like- What is competitive advantage and Why customer should buy your product over competitor's product, How to win your customer and so on.</p> <p>Sir also spoke of the components of CRM by giving examples of Auto Expo and how immediate feedback was taken and worked upon. The following concepts were also discussed:</p> <ul style="list-style-type: none"><li>➤ CRM people</li><li>➤ CRM process</li><li>➤ CRM model</li><li>➤ IT and CRM</li><li>➤ Benefits of CRM</li></ul> <p>A case study of OC/ Aksh Technologies was discussed to give an overview of implementation of CRM in an organization. In the end he made two teams of 6 students each to present two case studies in front of the remaining students.</p> <ul style="list-style-type: none"><li>➤ The 1st case study involved Maruti and Jet Airlines in which Maruti had to discuss the reasons of sales downsize with Jet Airlines-their loyal customers</li><li>➤ The 2nd case study involved Shopper's Stop and Allen Solley. In this case study Allen Solley's people have to ask Shopper's Stop as to why they have stopped buying their garments and think of the strategies to convince them.</li></ul> <p>At the end both the Companies i.e. Maruti and Shopper's Stop presented their</p>
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	<p>strategies and concluded the study. We are sure that this rigorous session will help students to gain insight into the behavior of customers.</p>
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