

ONE DAY WORKSHOP on **MANAGING CUSTOMER COMPLAINTS IN DIGITAL WORLD**

Date: 31st August, **Venue:** IITKGP Extension Center, Saltlake, Kolkata

Vinod Gupta School of
Management

IIT Kharagpur

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BACKGROUND

Efficient customer complaint handling strategy and mechanism is very important for customer retention, customer lifetime value and customer satisfaction. In a digitally connected world, while bad word of mouth can ruin the image of a company, positive word of mouth can directly impact the topline. His course will focus on various techniques and strategies for effective customer complaint management in a digital world.



Participants

- Customer Relationship Executive
- Customer Relationship Managers
- Digital Marketing Executives and digital strategists

Contents

- Tracking customer complaints, reacting to complaints, recovery measures, customer dissatisfaction to satisfaction, customer complaining behavior, long term process improvement
- Case Studies from renowned publishers like HBPS

Faculty

- **Dr. Swagato Chatterjee**
- **Assistant Professor, IITKGP**
- **B.Tech, IITKGP**
- **PhD, IIMB**

“The price of light is less than the cost of darkness.”

Arthur C. Nielsen, Market Researcher & Founder of ACNielsen

COURSE FEES

- For industry participants – INR 10,000
- For teachers in universities, colleges, institutions – INR 7,000
- For students – INR 3,000
- 18% GST is applicable over the above mentioned course fee
- 10% discount for early bid registration
- 10% for 3 and more registrations together from same company/institute

The course fee will cover lecture notes, refreshment during classes. Board, lodging and travel charges will have to be borne by the participants. The course fee can be submitted in the form of a demand draft drawn in favor of 'CEP-STC, IIT Kharagpur' payable at Kharagpur.

Intimation to selected candidates- 16th August, 2018

HOW TO REGISTER???

- **Option 1:**

1. Go to <https://erp.iitkgp.ernet.in/CEP/courses.htm>
2. Search for the course and register online

- **Option 2:**

1. Pay the amount via online banking:

Name of Bank Account: CEP-STC, IIT Kharagpur; Bank Name: Syndicate Bank; Branch Name: SRIC, IIT Kharagpur; SB Account No.: 95562200002955; IFSC Code: SYNB0009556; MICR: 721025103; SWIFT: SYNBINBB120.

2. Email the filled up registration form with payment details

IMPORTANT DATES

- Last date of Early Bid Discount (10%) – 15th July, 2018
- Last date of Registration – 15th August, 2018
- Last date of Booking Accommodation – 15th August, 2018
- Intimation to selected candidates- 16th August, 2018
- Accommodation can be arranged at IITKGP Extension Center upon prior request. Accommodation is also available at different price and comfort range in and around IITKGP Extension Center in Kolkata. We can facilitate the accommodation of the participants. However, we do not take the responsibility of the same.

REGISTRATION FORM: MANAGING CUSTOMER COMPLAINTS IN DIGITAL WORLD (26th October, 2018, VGSOM, IITKGP)

Name:

Designation:

Office Address:

Phone: Mobile:

Email:

Date of Birth:

Highest academic qualification:

Requirement of accommodation:

Draft No.....dt..... amounting Rs. drawn on.....
..... Bank. OR

NEFT Transaction No:dt..... for Rs.....
through.....Bank

Recommendation and forwarding from the organization where working (Optional)

Date:

Place:

Signature of the Applicant