ONE DAY WORKSHOP on

INSIGHTS FROM CUSTOMER REVIEWS

Date: 26th October, Venue: IITKGP Extension Center, Saltlake, Kolkata

Vinod Gupta School of Management

IIT Kharagpur

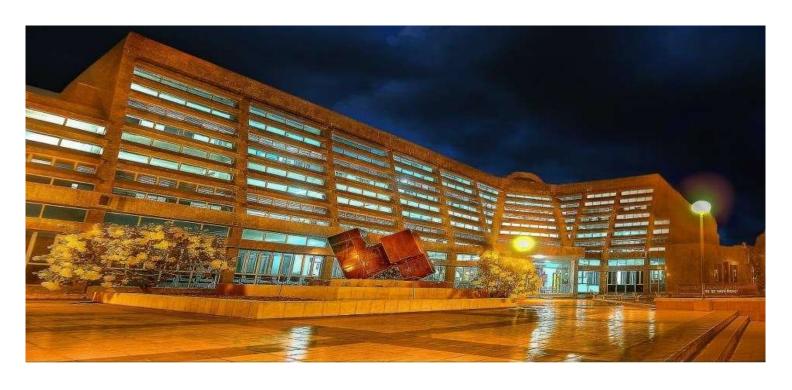
Course coordinator: Dr Swagato

Chatterjee

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BACKGROUND

In the era of social media and online boom, customer reviews have become one of the most important factor leading to success or failure of a product or a service. However, managers are yet to leverage customer reviews, positive or negative, in its full potential. In this workshop, we will discuss about the consumer psychology behind customer reviews and teach skills and techniques that can be used in analyzing customer reviews to create business insights for better decision making.



Participants

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

Contents

- Tracking customer reviews in online and offline channels, reacting to complaints, leveraging positive reviews, creating qualitative and quantitative insights out of the reviews
- 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- 8th October, 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%) 7th September, 2018
- Last date of Registration 7th October, 2018
- Last date of Booking Accommodation 7th October, 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: INSIGHTS FROM CUSTOMER REVIEWS (26th October, 2018, VGSOM, IITKGP)

Name:	Designation:
Office Address:	
Phone: Mobile:	Email:
Date of Birth:	Highest academic qualification:
Requirement of accommodation:	
Draft No amoun Bank. OR	
NEFT Transaction No:dtBank	for Rs
Recommendation and forwarding from the organization where worki	ng (Optional)
Date:	
Place:	

Signature of the Applicant