

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.

★★★★★ 5.0 Customer's impression: [Create Review](#)

5 star 141 (58%)
4 star 83 (34%)
3 star 18 (7%)
2 star 0 (0%)
1 star 1 (0%)
[See all 243 reviews](#)

Otimo tiny Triste Lindos Divertidos

Share your reviews, photos and videos here!

Sort by

Super Mini Dice (Colorful 100-Pack)

Great for role playing games - too small for most children (choking hazard)
★★★★★ posted by 9353987 on 02/02/2016
Those are great dice. definitely you will lose a few of them, they are so tiny they are hard to find on the floor. you could do interesting jewelry with this too. Overall great product. Dice came with assorted colors in a very balanced way
Impression: tiny;
0

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.....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