



## National Productivity Council

(Under DPIIT, Ministry of Commerce & Industry, Govt)



### Webinar Title: Customer Centricity

**Expert Speaker** : Dr. Shreya Govind (Behavioural, Sales & POSH Trainer)

**Webinar Date** : 27/11/2020

**Duration:** 11:00 hrs to 12:15 hrs

**Registration Fee** : Rs. 590/- (inclusive of GST)

**About Webinar:** - Customer-centricity needs to become a mindset across the organization with buy-in from all stakeholders, because all departments need to work from a customer-centric standpoint rather than a product-centric perspective to profit from the most valuable customers.

This webinar focuses on helping organizations develop a customer centric environment by understanding the needs of customers, designing an approach, and making the changes, communicating effectively to the customers, and creating a long-lasting relationship. Understanding the benefits of a customer focused functioning and driving a customer centric culture.

#### **Webinar Coverage: -**

- What is Customer Centricity
- How to win Lifetime Customers
- Service Standards that Brands must build
- Building a world class service culture in the organisation

**Speaker Profile:** - Dr. Shreya Govind is MBA in HR Mgt, PhD in Mgt from Kalinga University.



Shreya is a Behavioural trainer, POSH Trainer, HR Consultant and has magnetic skills to influence people. She believes training enables positive transformation internally & externally. Her mantra is that the greatest training programmes build a safe and conducive learning environment that empowers participants to authentically discover new learning every time. Shreya is management professional and has 14+ years of experience in HR & L&D. She was always inclined towards working and shaping human resource. With

her experience in HR and L&D, she knows what all are the pain areas for Corporate, and is able to analyse, design and develop training plan according the client's expectation.

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**E-Certificate will be provided to the participants**