

Webinar on: "Customer Engagement"

Webinar Type: - Paid
Registration Fee (including GST):- **Rs. 304/-**

Expert Speaker: –

Mr. G. Shainesh, Professor, IIM Bangalore,

Webinar Date: 11th September 2020 at 03:00 PM | **Duration:** 90 Minutes

Webinar Coverage:

Customer Engagement strategy revolves around provision of High-Quality Customer Experience. It provides an emotional connect between a customer and a brand.

Highly engaged customers is the result of positive customer experiences are more loyal, they purchase more and promote brand awareness through word of mouth.

Key Learnings:

- Learn to understand which interactions are increasing engagements.
- What kind of experiences you want to deploy at each stage of the customer journey?

Speaker Profile:-



Mr. G.Shainesh

Professor G Shainesh (IIM Bangalore) has over two decades of research and teaching experience in India and abroad. He has conducted research and teaching assignments at the University of Gothenburg (Sweden), University of St. Gallen (Switzerland), Audencia Nantes and IESEG (France), Vienna University and MCI Innsbruck (Austria), Bocconi University (Milan), Curtin University of Technology (Perth) and the American University of Armenia (Yerevan). His research and teaching focus on CRM, Services Marketing and Service Innovations. At IIMB, Prof. Shainesh has served as Dean – Administration, Chair – EPGP and Chair – Student Exchange Program.

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Thanks & Regards

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