



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



Service Excellence Through Customer Orientation

November 27 - 29, 2025

Program Overview

Competition in the service industry challenge organizations to deliver service excellence. Organizations experiencing success in the expanding service sector industry excel in service delivery. They create and deliver customer oriented service for providing meaningful differentiation. People are the key resource that service leaders leverage to create service excellence. This Programme seeks to provide you with approaches that will enable you to be competitive through customer oriented service delivery.



Learning Outcomes:

- Develop an understanding of the methods for creating delivering and monitoring customer satisfaction.
- Understanding the use of Customer orientation as differentiator
- Recognize and use the customer –employee interface for enhancing customer satisfaction

Programme themes and Coverage:

- Seek service differentiation: Search for superior service delivery points. Understanding service needs by consumer groups that service provider can effectively and efficiently meet.
- Identifying and using customer contact points to improve and to innovate on service delivery.
- Managing People Processes for Excellence in Service Organizations. Employee-customer fit for effective service delivery interface. This requires Identifying and developing the service personnel that enhances the quality of service interactions.
- Create a customer orientation organization culture.
- Customer satisfaction measures to understand and improve service delivery. Examine performance measures and incentives that encourage customer orientation.



Participants Profile:

The Programme is designed for senior managers in the service sector having responsibility for creating and delivering value through service excellence.

Pedagogy

Lectures, case studies, hands-on workshops and group exercise

Facilitators:



Prof. Deepak S Kumar
Associate Professor, Marketing
Management

Prof. Deepak S Kumar completed his graduation in Architectural Engineering from the National Institute of Technology Calicut (NITC) and his Fellow (PhD) from the Indian Institute of Management Kozhikode. He has a total of 10 years of work experience in the industry and academia. He teaches courses like marketing management, services marketing, experiential marketing, innovation and design thinking and integrated marketing communications for the post-graduate programme. His research covers visual aesthetics, image analytics, servicescapes, and technology adoption, with publications in top journals like the Journal of Business Research.



Prof. M Geetha
Professor, Marketing
Management

Prof. M Geetha is a Professor in Marketing Management area at Indian Institute of Management Kozhikode. She obtained her Ph.D in Marketing from Indian Institute of Technology Madras. Her research and teaching interests includes Consumer Behaviour, Retailing and Branding. She has published major international journals like European Journal of Marketing, Journal of Retailing and Consumer Services, Tourism Management etc.

Programme Fee:

**Rs. 60000 (Residential),
Rs. 50000 (Non-Residential).
GST @ 18%**



Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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Management Development Programme

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