



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



Service Excellence Through Customer Orientation

December 05-07, 2024 |
IIMK

*Excellence isn't about working hard to
do what you have told; It's about taking
initiative to do work you decide is worth
doing.*

- Seth Godin, Poke the Box

Overview:

Evolving VUCA world requires nuanced understanding about the management and delivery of services. Competition in the service industry challenge organizations to deliver service excellence. Hence understanding and being competent in managing and delivering quality services with customer orientation is a key to success in current era. This Programme seeks to provide you with approaches that will enable you to be competitive through customer oriented service delivery.

Learning Outcomes:

- Ability to successfully manage service business.
- Competence in managing and delivering quality services.
- Understanding and enhance customer orientation in service industry
- Adapting a customer-centric approach to service design and delivery
- Understanding innovative approaches of new service development.
- Facilitate in fostering a culture of service excellence throughout the organization.

Learning Objectives

- Understand the drivers of sustainable success in service businesses.
- Different ways to enhance value to the customer
- Creating successful strategy for service-based industry

Pedagogy:

Lectures, case studies, simulation, individual/ group exercise



Key Topics Covered:

- Understanding Service Excellence -Benefits of Service Excellence
- Components of a Service -Service Excellence & Service Quality-Service Triangle
- Understanding Customer Satisfaction & Employee Empowerment
- Customer Relationships- Developing and Managing relationship - Loyalty strategy - Customer centricity
- Decoding Customer experience and Behavior - Elements, Psychology and Innovation
- AI & Service Excellence
- Design Thinking for Service Innovation

Facilitators:



PROF. DEEPAK S KUMAR
Indian Institute of Management
Kozhikode, Kerala

Participants Profile:

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



PROF. M. GEETHA
Indian Institute of Management
Kozhikode, Kerala

Programme Fee:

Rs. 50000 (Residential),
Rs. 40000 (Non-Residential) + GST @ 18%





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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

IIMK Campus P.O,

Kozhikode - 673 570, Kerala, India.

Phone: +91-0495-2809558, +91 0495 2809560

e-mail : mdp@iimk.ac.in



iimk.ac.in



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