Sinhgad Technical Education Society's
SKN Sinhgad School of Business Management

Marketing Seminar Report

Seminar Title- Evolving Technologies of Marketing for customer Experience Management

Participants- MBA I & MBA II Students

Seminar Date- 9th-November- 2020

Time- 11.00 am to 1.30 p.m.

Venue/Mode- Online (Microsoft Teams)

Session -I

Name of Guest Speaker: Ms. Shilpa Dhavale

Designation: Trainer

Organization Name: TATA Motors

Session Brief-

Ms. Dhavale talked about the changing consumer behavior of the automobile customers. Automobile industry has also adopted the digital transformation to engage with the customer in an effective manner. Customer experience creation has become the prime priority of the automobile industry.

She also explained the customer touch points created by Tata motors like interaction with the customer service executive, the digital devices showcasing the Tata motor cars models with different variants and their features.

Tata motors is now integrating the efforts of customer interaction in order to give a single window view of the customer.

It is creating a differentiation for the customers and taking comprehensive efforts to create a customer experience.

Session -II

Name of Guest Speaker: Mr. Devdatta Mandore

Designation: Entrepreneur, Trainer Consultant

Organization Name: Wbclincher.Com

Session Brief-

Business promotion through social media is the growing exponential. It is giving the advantage of business scalability and reach at a rapid pace. Not only the social media but the entire digital platform has become a game changer for all the sales stages. It is used during pre-sales, during sales and after sales interaction for

addressing the customer quarries, complaints and service related issues. It has become the pivotal part of the customer orientation through CX management.

Interactive websites interface, chatbot, self-service digital platform are raising the bar for customer experience creation across various industries.

Session Outcome – students got the insight about the prevailing and emerging practices of customer experience management in Indian as well as global context.

Session Photograph-