

# **FORTUNE INSTITUTE OF INTERNATIONAL BUSINESS**

## **Service Excellence through Customer Orientation**

### **About the program:**

Service industry is witnessing a tremendous transformation. Competition in the service industry challenge organizations to deliver service excellence. Service Organizations experiencing success in the expanding service sector industry excel in service delivery. They create and deliver customer oriented service for providing meaningful differentiation. Service People are the key resource that service leaders leverage to create service excellence across industries. This program seeks to provide you with approaches that will enable you to be competitive through customer oriented service delivery in various facets of service excellence

### **Objectives:**

- ) Develop an understanding of the methods for creating delivering and monitoring customer satisfaction across service sector
- ) Understanding the use of Customer orientation as differentiator and revenue generator
- ) Recognize and use the customer -employee interface for enhancing customer satisfaction and image enhancer

### **Content:**

- ) Service Essentials
- ) Service Blue print
- ) Servicescapes
- ) Service Culture
- ) 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.
- ) 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.
- ) Performance measures and incentives that encourage customer orientation.

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## **Methodology:**

- ) Situation Cracking
- ) Case discussions
- ) Role plays

## **Who may attend?**

- ) The programme is designed for managers of varied sectors desirous of upgrading their service marketing skills and applications.
- ) Hospitality/Aviation/Banking service delivery executives

## **Expected outcome:**

- ) Understand service dynamics
- ) Apply service marketing theories
- ) Display service excellence parameters

## **Resource Person:**

### **Dr Nimit Gupta**

Dr Nimit Gupta is a certified marketing trainer trained by Dr Philip Kotler. He is certified from University of British Columbia, Canada and Kyoto University, Japan as proficient in marketing education. Dr Nimit Gupta has 13 years of experience in teaching, academic administration and research at reputed management institutes of Delhi NCR in the area of Marketing and General Management. He had published 45 research papers/cases/articles in journals of repute including Journal of Teaching and Case Studies, Journal of Digital and Social Media, Journal of Marketing and Communication, International Journal of Customer Relations, Indian Journal of Marketing etc. He is a prolific case writer and his cases are available in Case Centre for class room usage. He is recipient of several scholastic performance awards

### **Prof. Utkarsh**

Prof. Utkarsh has been involved in teaching and research for last 7 years. He has taught several courses like Advertising Management, Marketing Management and Research Methodology to management students. After obtaining MBA he worked for almost 2.5 years at IIM Lucknow as Research Associate and was involved in research work in the marketing area. He qualified UGC- NET and JRF and joined PhD program at University of Lucknow. His research area is services marketing. More specifically his work is focused on information search behavior in services, and role of service type and culture in advertising.

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**Venue:** FIIB Campus, New Delhi

## **Registration Details:**

For details regarding registration process and other queries please contact our MDP cell at:

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