



Centre for Organization Development

Educate | Evolve | Empower



Online Training Program on
Customer Success Management
(September 7-9, 2020)

Program Director: Dr. Vani Mullapudi



PERSPECTIVE

Customer success management is an amalgamation of various functions of sales, marketing, professional services, training into a new profession to achieve the goals of business model. All sales and service providers encounter challenges in processes such as key customer identification, enabling customer success, creation of unique and enriching experiences for customers and driving their customer success management teams to increase the revenues.

Understanding the current scenario, COD has designed a three day workshop on Customer Success Management to impart the required knowledge and skills to enable the participants to increase the sustainable value for the customers and their organisations.

OBJECTIVES

Enable the participants

- ✚ To understand and improve their current customer success models
- ✚ To customise and apply the best practices followed in the industry
- ✚ To become better coaches for their customer success management teams

CONTENTS

- Revisiting the term "Customer"
- Identification, development and retention of key accounts
- Conversion of marginal customers to Key customers
- Essentials of good customer success management
- Building of right image
- Analysis of customer behaviour styles
- Emotional intelligence and customers
- Obtaining and addressing customer feedback
- Designing metrics for customer success
- Coaching teams for customer success

METHODOLOGY

The theme of the programme will be dealt in a virtual, live and interactive classroom mode with an appropriate blend of concept sharing, case discussions, exercises, films, sharing of experience and guest faculty presentations.

WHO SHOULD ATTEND

This programme is designed for individuals who are directly responsible for the performance of a department. Individuals with general management responsibilities will find this programme particularly beneficial.

Duration	Date	Time	Classes
Four Days	August 24-27, 2020	10.00 AM – 03.30 PM	Three Classes Per Day

FEE

The Programme fee is Rs.15,500/- + GST. The payment of fee may be made either by electronic transfer or crossed cheque/DD in favour of 'Centre for Organization Development' payable at Hyderabad

HOW TO ENROL

You may send nominations by mail on codhpo@codhyd.org / info@codhyd.org

CERTIFICATE OF PARTICIPATION

Online Certificate will be issued to all the participants.

PROGRAM DIRECTOR

Dr. Vani Mullanpudi, PhD in Zoology, is a certified NLP trainer & facilitator. She has 16 years of rich experience in Sales and Learning & Development departments of various Pharmaceutical organizations.

She has remarkable learning ability, evident in her academic laurels. She has achieved distinction in both Science & Management streams (M.Sc. from Osmania University & PG Diploma in Human Resources from Symbiosis Institute of Management). She is a recipient of National merit scholarship during School and College, and UGC/CSIR Research Fellowship & Lectureship during PhD program.

She is highly skilful in organizing and delivering Employee development programs for junior & middle level managers, where emphasis was on managerial skills and soft skills such as Communication skills, Presentation skills, Grooming & Etiquette, Self-awareness, Conflict management, Customer service, Coaching & Mentoring, Interpersonal skills, team building, Motivation, Positive Attitude, Time management, Stress Management etc.



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