



Centre for Organization Development
Consulting • Training • Research

presents

Program on Customer Success Management



COD campus
Hyderabad



September
23-25, 2024

Program Director
Dr. Vani Mullanpudi

Focus

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 organizations.

Objectives

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

Content

- Customer Success Vs. Customer Service
- Essentials of Customer Success Management
- Of becoming a Customer Success Manager
- Understanding CSM: Tasks Tools and Techniques
- Building a Customer Success Management Program
- Adoption Planning

Who can Participate?

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

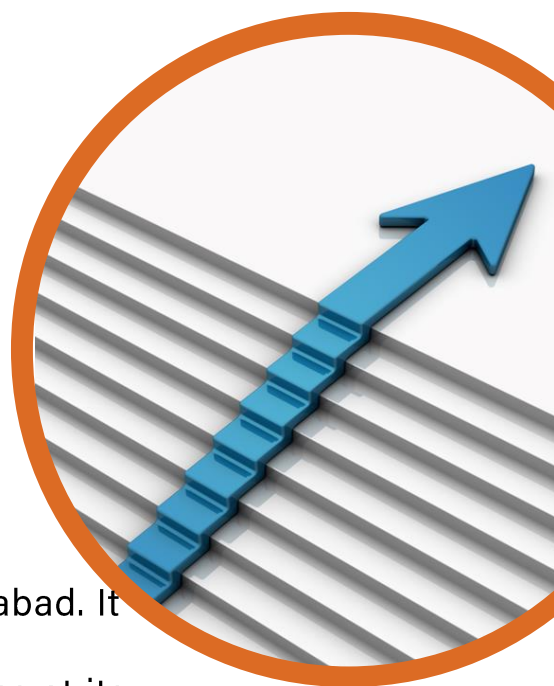


Methodology

The program is designed to facilitate experiential learning through interactive sessions, which are organized around case studies, group activities, discussions, psychometric instruments, exercises, films etc.

Duration

The Program starts at 9.30 AM on 23rd September, and concludes on 25th September 2024 at 5.15 PM. The participants are expected to arrive in Hyderabad a day before commencement and may leave after the conclusion of the program or in the morning of the following day.



Venue

The program will be held at the Centre for Organization Development, Madhapur, Hyderabad. It is fully residential and the participants will be accommodated in single air-conditioned rooms at its campus.

Program Fee

The program fee is Rs.24,000/- + GST. The fee includes tuition, board and lodging, courseware and other facilities of the Centre like internet usage, well equipped gym etc. Local participants, not availing hostel accommodation, will be given a discount of Rs. 1,000/- per day for the duration of the program.

Last Date for Nominations

Friday, August 23, 2024

Certificate of Participation

The Centre issues a Certificate of Participation on conclusion of the Program.

COD Alumni Association

Participants of the Program will become members of COD Alumni Association.



Dr Vani Mullanpudi

Dr Mullanpudi has been coaching, mentoring and counselling people for over 20 years. She has designed and administered training needs analyses, managerial and development programs for corporations, academic institutions, government agencies and NGOs.

Her programs explore themes of emotional intelligence, decision-making, team-building and leadership, interpersonal skills, change management and motivation in a participative, interactive and non-judgmental environment.

Dr Mullanpudi obtained her primary qualifications, including a doctorate in the physical sciences, from Osmania University before changing streams with a post-graduate diploma in HR from Symbiosis International University, an MSc in Psychology from Acharya Nagarjuna University, and a post-graduate diploma in Clinical Psychology from Osmania University.

Her area of expertise Organizational psychology, Learning and development, Emotional intelligence, Leadership

About COD

Established in 1980, with the sole objective of disseminating knowledge in organization development and change management. The Centre for Organization Development (COD), is a not-for-profit management consulting, training and research organization, set up with the active involvement of public and private sector participation. COD over a period of four decades consulted over 500 Business Organizations.

COD does Consulting, Training and Research across the following four verticals of practice:

Service Offerings:

- Enterprise Growth & Scalability
- Leadership Development
- Change Management & Transformation
- Strategic Human Capital Management

CONTACT

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Program on
Customer Success Management
(September 23-25, 2024)

Nomination Details

Name of the Organization: _____

Name of the Sponsoring Authority: _____

Address: _____

Mobile: _____ Email: _____

Nominee's Details:

S. No.	Name of the Participant	Age	Designation	Mobile & Email ID

REGISTRATION FEE PER NOMINATION

Rs.24,000/- plus 18% GST for residential participant

Rs.21,000/- plus 18% GST for non-residential participant

Group participation (3 or more) and member organizations of COD will get 10% off on the course fee.

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.

Signature: