



**DELIVERING  
THE NEXT LEVEL  
OF CUSTOMER  
SATISFACTION**

<b>POWERED BY</b>	

**Mumbai** \_\_\_\_\_  
Saturday 12<sup>th</sup> Dec, 2015 \_\_\_\_\_

**Kolkata** \_\_\_\_\_  
Tuesday 15<sup>th</sup> Dec, 2015 \_\_\_\_\_

Individual Registration Fee: ₹4500 to register: visit <http://guruspeak2015.doattend.com>  
For group registrations, please contact - Asha Narang: +91 98192 98374



## A FULL DAY WORKSHOP WITH **SURESH RAMANATHAN** Professor of Marketing at Texas A&M University

PhD, Marketing, New York University - Leonard N. Stern School of Business (1997 – 2002)  
MBA, Marketing, Indian Institute of Management, Calcutta (1985 – 1987)  
B.Tech, Chemical Engineering, Indian Institute of Technology, Delhi (1981 – 1985)

Prof. Suresh Ramanathan is Professor of Marketing at the Mays School of Business, Texas A&M University, USA. He is a leading scholar in marketing, specialized in the dynamics of affective and motivational processes in customer judgment and choice.

Drawing on his rich experience in the advertising industry and his research on consumer emotions and social influence, he will provide an in-depth understanding of what works and what does not work in creating, sustaining and managing engagement. Ramanathan began his career in marketing as an area sales manager in Bangalore, India, where he worked for Brooke Bond Lipton, a division of Unilever. He then became an associate media director at J. Walter Thompson in Bangalore/Madras and media director at Lowe Lintas before moving to Delhi to work as national media research director for McCann-Erickson.

## About **Prof. Suresh Ramanathan**

## About **The Workshop**

This is a hyper-competitive world. Companies are fighting to stay relevant in the eyes of their customers and maintain differentiation while every move of theirs is copied, and every attempt to become more efficient is benchmarked by others. Meanwhile, companies pat themselves on their back with flawed metrics such as customer satisfaction scores, not realizing that satisfaction is a static measure that does not capture the nuances of people's true and evolving feelings towards the brand.

This seminar will provide some food for thought to mid and senior level executives mulling over the vexatious problem of maintaining market share in a context of high competition. It will challenge executives to think about how to design superior customer experiences at every touch point, be it in-store, online, mobile media, customer service lines, brochures, or traditional media, just to name a few. Differentiation is not merely about creating innovative products or communicating a distinctive positioning. It is about creating a reinforcing set of experiential activities that create a strong network effect that cannot be replicated in toto by others.

This workshop will take a deep dive into using customer experiences as a means of building a strong defense against competition and creating a strong feeling towards the brand that transcends the transactional and momentary measure of satisfaction.



## A FULL DAY WORKSHOP WITH **PROF. SURESH RAMANATHAN**

# BEYOND CUSTOMER SATISFACTION SCORES, **HOW TO THRILL YOUR CUSTOMERS FOR LIFE?**

### WORKSHOP SESSIONS

Competition in a world of hyper-competition	Are customer satisfaction and loyalty adequate?
Customer Experiences as a differentiator	Managing and Measuring Customer experience

- The most important priority in maturing markets isn't what you think it is: Forget customer satisfaction and embrace customer experience management.
- Customer loyalty is over-rated: We don't need to satisfy behaviorally loyal individuals, we need to focus on only those in whom we can create experiential engagement.
- Customer experience is not simply enthusiastic salespersons saying "Yes Sir!" a hundred times: Think beyond simply addressing problems after they arise; a networked customer experience manager knows what problems can arise, not just what problems have risen.
- Understanding the dynamics of pleasure and pain in customer experiences: Knowing what points in the customer experience are most and least pleasant is vital to understanding what customers will remember after the experience.
- Create a network of experiences that reinforce each other: Customer experiences can be replicated. Avoiding loss of competitive advantage requires a very careful planning of multiple activities that reinforce each other.

# ABOUT IIMCAA

We are the IIM Calcutta Alumni Association, comprising alumni from all streams of India's first IIM. Most of our well-placed members got their grooming at this magnificent institution much subsidised, if not free, and are forever keen to pay back.

## Our objectives are to:

- Act as a vehicle for improvement of the brand equity of IIMC.
- Enhance the practice of scientific management in our environment.
- Engage in meaningful societal activities which contribute to the development of human resources.
- Live as a global community with shared values, objectives and purpose.

Guruspeak is an activation that has already made a one-of-its-kind mark in senior management circles and is ready once again to captivate discerning audiences in Kolkata and Mumbai. If you are an IIMC alumni but still not a member of IIMCAA, you are surely missing out on a lot of action. To join, please contact your local chapter.

Please spread the word among other IIMC alumni that you are in touch with. See you at GuruSpeak 2015.



GuruSpeak is IIM Calcutta Alumni Association's largest annual endeavour - the only-of-its-kind-day advanced knowledge workshop with a contemporary Global presence, being successfully held since 2004. Some of the world's most revered management Gurus and Thought Champions have shared their minds here.

GuruSpeak has grown from the strength over the years, and today it is widely acknowledged as India's most significant annual workshop in the advanced knowledge space. 'GuruSpeak has almost attained cult status' - The Times of India reported. GuruSpeak is attended by over 200 high-profile delegates including several company heads and top professionals, some even coming in from other cities. GuruSpeak is being hosted simultaneously in Mumbai and Kolkata this year. We invite you to join us in this endeavour.



**INDIVIDUAL  
REGISTRATION: ₹4500/-**

**FOR SPONSORSHIP  
OPPORTUNITIES/  
GROUP REGISTRATIONS  
PLEASE CONTACT**

**Asha Narang  
+91 98192 98374**

**IIMCAA MUMBAI CHAPTER**  
c/o Rediff.com india Limited.  
1st floor, Mahalaxmi Engg Estate  
L J Road No.1, Mahim West,  
Mumbai 400016

**Sabyasachi Hajara**  
(Honorary President)  
**Jayanta Sengupta**  
(Honorary Vice President)  
**Srinivas Balasubramanian**  
(Honorary Secretary)  
**Srinivas Eranki**  
(Honorary Treasurer)

**IIMCAA DELHI CHAPTER**  
C/o Cyber Media (India) Ltd.  
Cyber House, B-35, Sec-32  
Gurgaon (NCR Delhi) 122001  
Tel: +91-124-4822222  
Fax: +91-124-2380694

**Arvind Bugga**  
(Honorary President)  
**Pradeep Gupta**  
(Honorary Vice President)

**IIMCAA CHENNAI CHAPTER**  
162,2nd Floor,Metro Plaza,  
Anna Salai,Chennai 600002  
Tel: +91-44-42651177, 88  
Fax: +91-44-42611928

**Ravi Santhanam**  
(Honorary President)  
**Bala J.Raman**  
(Honorary Vice President)  
**Mahli Mahalingam**  
(Honorary Secretary)  
**K.R.Chandrasekaran**  
(Honorary Treasurer)

**IIMCAA KOLKATA CHAPTER**  
C/o Binary Fusion  
1/1 Camac Street, Kolkata 700016  
Tel: +91-33-30221150-2

**Ashok Kr. Banerjee**  
(Honorary Chairman)  
**G.M.Kapur**  
(Honorary Vice Chairman)  
**Khushi Khanna**  
(Honorary Secretary)  
**Amit Roy**  
(Honorary Treasurer)