

Workshop On How to Generate Customer Service

CMS Business School, Jain (Deemed-to-be University) organized a workshop on “How to Generate Customer Service” for final year MBA students on January 19, 2020.

The keynote speaker for the event was by Dr. Sudharshan Seshana (Associate Professor) and Mr. Rahul Gupta (Assistant Professor).

The workshop helped the students to understand the basics of customer expectation management, retention, the DISC model and the various customers centric model. The measurement techniques to understand Customer Satisfaction were also demonstrated and the students were given exercise by asking them to solve issues faced by customers.

