



DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

 ESTD: 2004
**MALLA REDDY COLLEGE
OF ENGINEERING & TECHNOLOGY**
(AUTONOMOUS INSTITUTION - UGC, GOVT. OF INDIA)

      

**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
ORGANIZES
A SESSION
ON
CUSTOMER FOCUSED BUSINESS:
CULTIVATING AND SUSTAINING A LOYAL USER BASE**



RESOURCE PERSON :
Dr.D SUJATHA
HEAD OF THE DEPARTMENT
COMPUTATIONAL INTELLIGENCE
MRCET

DATE : 6-8-2024
TIME : 2.30 PM ONWARDS
VENUE : ECE SEMINAR HALL

Dr.P Vanitha , Ms.R.Smruthi
R&D & IIC Coordinator,ECE

Dr. Mallikarjuna LK
HOD

Dr. P.H.V Sessa Talpa Sai
Dean R&D

Dr. T .Venugopal
Dean Students Welfare

Dr. S. Srinivasa Rao
Principal

Dr. VSK Reddy
Director

A SESSION ON CUSTOMER FOCUSED BUSINESS “CULTIVATING AND SUSTAINING A LOYAL USER BASE”

AUGUST 6th 2024



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(Autonomous Institution – UGC, Govt. of India)

(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC – ‘A’ Grade - ISO 9001:2015 Certified)

Maisammaguda, Dhulapally (Post Via. Kompally), Secunderabad – 500100, Telangana State, India.



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Malla Reddy College of Engineering and Technology (MRCET), Secunderabad is an UGC Autonomous Institution. Department of **Electronics and Communication Engineering** organized “A Session on Customer Focused Business-Cultivating and Sustaining a Loyal User Base” in association with Institutions Innovation Council for ECE students on **6th AUGUST 2024**.

Objective of Session:

- To clarify what it means to be a customer-focused business, emphasizing the importance of understanding and prioritizing customer needs and preferences.
- To instill a customer-centric mindset within the organization.
- To introduce strategies and tools for effectively managing customer relationships, ensuring long-term satisfaction and loyalty.
- To teach participants how to map out the customer journey, identifying key touchpoints where the customer experience can be enhanced.

Benefits in terms of learning/ Skill/ Knowledge obtained:

- Students could gain a deep understanding of how businesses operate with a customer-focused approach, learning practical strategies for cultivating and sustaining customer loyalty.
- The seminar could provide insights into current industry practices, preparing students for careers in business environments where customer focus is a critical success factor.
- Students could develop valuable skills such as customer relationship management, communication, and problem-solving, which are highly sought after in the job market.





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