



**Army Institute of Management and Technology,  
Greater Noida**

*Presents*

**Marketinar 2023**



**Customer Service Excellence & Customer  
Experience (CX): Better Customer  
Retention and Customer Acquisition**

**June 3, 2023 (Saturday)**

## Brief

***“A customer talking about their experience is worth ten times that which you write or say about yourself.”***

***-David J. Greer***

Customer service excellence and customer experience are two critical factors that can significantly impact customer acquisition and retention. Providing exceptional customer service and a positive customer experience can help businesses attract new customers while also keeping existing ones loyal.

Customer service excellence involves providing prompt, efficient, and effective service to customers. It requires businesses to listen to their customers, understand their needs, and provide solutions that meet or exceed their expectations. When customers receive excellent service, they are more likely to recommend the business to others, which can lead to new customer acquisition.

On the other hand, customer experience is the sum of all interactions a customer has with a business. It includes everything from the initial contact with the business to the post-purchase follow-up. A positive customer experience can leave a lasting impression on customers and make them more likely to return in the future. It can also lead to positive word-of-mouth marketing, which can attract new customers.

By focusing on customer service excellence and customer experience, businesses can improve both customer acquisition and retention. By attracting new customers through positive word-of-mouth marketing and retaining existing customers through exceptional service, businesses can build a loyal customer base that can lead to long-term success. It is a subject that marketers can't afford to ignore because of its high return on investment and potential.

The seminar aims to identify the factors that account for excellence in customer service and customer experience (CX), as well as the relative importance that customers place on attributes that can take any business to the next level. It will aid marketers, academicians, and students in understanding the key benefits of driving excellence in customer service and customer experience (CX). Additionally, the seminar will provide information on how to enhance customer service skills and strategies for improving customer experience (CX).

### **Marketinar Objectives**

- To discuss the emergence of customer service excellence and customer experience.
- To identify factors that account for excellence in customer service and customer experience, and
- To understand the key benefits of driving good customer service and customer experience.

## **Programme Schedule**

<b>Time</b>	<b>Topic</b>
<b>1000-1130h</b>	<b>Inaugural Session: Customer Service Excellence &amp; Customer Experience (CX): Better Customer Retention and Customer Acquisition</b> <ul style="list-style-type: none"><li>• The Importance of Customer Service and Experience in Today's Business Landscape</li><li>• How is Customer Experience Parameters Changing?</li><li>• Strategies for improving Customer Service and Experience</li><li>• Better Customer Retention and Customer Acquisition Strategies</li></ul>
<b>1130- 1200h</b>	<b>High Tea</b>
<b>1200-1330h</b>	<b>Managing Customer Experience (CX) and Customer Satisfaction through Change and Adversity</b> <ul style="list-style-type: none"><li>• The Role of Technology in Enhancing Customer Service and Experience</li><li>• The Impact of Customer Service and Experience on Brand Image</li><li>• Best Practices for Creating a Customer-Centric Culture within an Organization</li></ul>
<b>1330-1340h</b>	<b>Valedictory Address &amp; Vote of Thanks</b>
<b>1345-1430 h</b>	<b>Lunch</b>

### **About AIMT**

AIMT, GNOIDA was established by Army Welfare Education Society (AWES) in August 2004 with the aim of providing quality education in the field of Management to the wards and widows of Army personnel. AIMT is affiliated to Guru Gobind Singh Indraprastha University, Delhi and is also NAAC Accredited; ISO 9001: 2015 Certified Institute. Equipped with all modern learning tools/facilities, the Institute aims to provide top class management education to the students. The Institute is actively engaged with management consultancies for GIMS Greater Noida, Medhaj Techno Concept Pvt. Ltd. etc. The Institute has reached out to global extensions for giving an international outlook to the students by MOUs with Tamansiswa Palembang University (Indonesia) and Westford School of Management, Sharjah (UAE).

### **Participation**

In addition to all the students of the MBA & BBA Programme of AIMT, participation in the Marketinar is expected to be from all stakeholders, including alumni and delegates from Industry.

### **Registration**

Registration by delegates can be done on or before 3rd June at AIMT Campus.

### **Marketinar Venue**

The Marketinar will be held at AIMT Seminar Hall on 3rd June, 2023

### **Management Committee**

#### **Patron**

Lt Gen Dhiraj Seth, AVSM, GOC Delhi Area

#### **Chairman**

Maj Gen Bhavnish Kumar, VSM

Chief of Staff, HQ, Delhi Area

#### **Marketinar Chair**

Dr. J.K. Sahu, Air Commodore (Retd), Director, AIMT

#### **Marketinar Conveners**

Dr. Pallavi

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