

**GUEST LECTURE**

**On**

**“CUSTOMER RELATIONSHIP  
MANAGEMENT”**

**School of Business and Commerce**

**MUJ**

**14th of September 2020**

**Mr. Saurabh Gogtay, (Expert in Automobile and Telecom Domain  
and currently affiliated with Power Global, USA)**

**Dr. Sonal Sidana, Convenor, School of Business and Commerce,  
MUJ**

**MANIPAL UNIVERSITY JAIPUR**  
**School of Business and Commerce**  
**Guest Lecture on "Customer Relationship Management"**  
**(14th Sept.' 2020, Monday)**

**REPORT**

School of Business & Commerce, Manipal University of Jaipur has organized a Guest Lecture on "**CUSTOMER RELATIONSHIP MANAGEMENT**" on **14<sup>th</sup> September 2020** for **BBA and BCom** students.

Guest Lecture was held on 14<sup>th</sup> September 2020 from 11.00 am to 12.15 pm. in which **Mr. Saurabh Gogtay** (Expert in Automobile and Telecom Domain and currently affiliated with Power Global, USA) was the guest speaker who addressed on the topic "**Customer Relationship Management (CRM)**" and enlightened the participants on the role of CRM in the various industries like Aviation, Automobile, Telcom & Healthcare etc.

He emphasized on the Customization of CRM application based on stakeholders needs and requirements with the examples of live videos of current practices followed by the industries. He explained how to handle customers queries with open and probing questions pattern. Further he elaborated implementation of CRM in 4 P's of marketing for developing correct marketing strategy for any product or brand.

Convener Dr. Sonal Sidana welcomed and introduced the Guest Speaker while compering the event and briefed the objectives of the Guest Lecture in his Preface. Dr. Suhasini Verma, HoD, Department of Business Administration and Dr. Teena Shivanani, HoD, Department of Commerce expressed conveyed their good wishes for a smooth event.

The programme concluded at 12.15 pm with the Vote of thanks proposed by Dr. Sonal Sidana.



(Dr Sonal Sidana)  
Assistant Professor  
School of Business & Commerce,  
Manipal University Jaipur

# SCHOOL OF BUSINESS & COMMERCE

Presents webinar

On

## “CUSTOMER RELATIONSHIP MANAGEMENT”



MANIPAL UNIVERSITY  
JAIPUR



Keynote Speaker:

**Mr. Saurabh Gogtay**

(Industry expert)

**Date: September 14, 2020 (Monday)**

**Time: 11:00am on MS Teams**

**Prof Sudhendar Hanumantha Rao**  
Dean, FoMC

**Dr Sonal Sidana**  
Convener



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1 Customer Relationship Management

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Slide 1 of 7 English (India)

Customer Relationship Management  
Webinar - September 14th, 2020

CRM  
CUSTOMER  
RELATIONSHIP  
MANAGEMENT

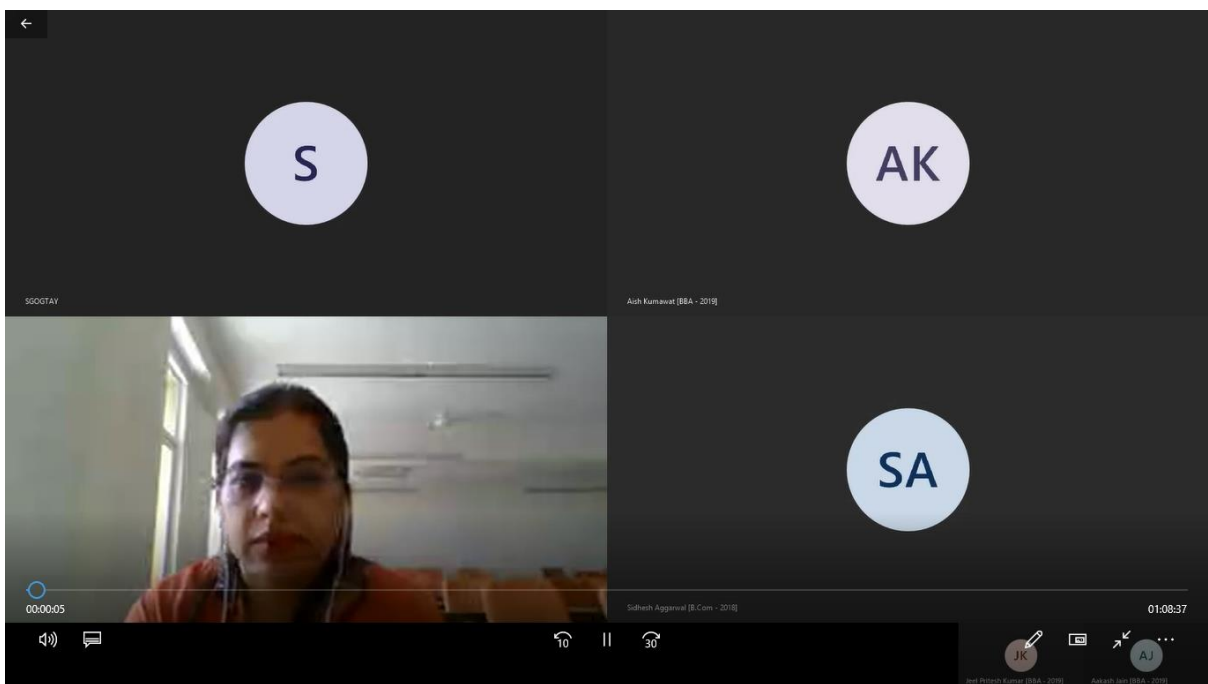
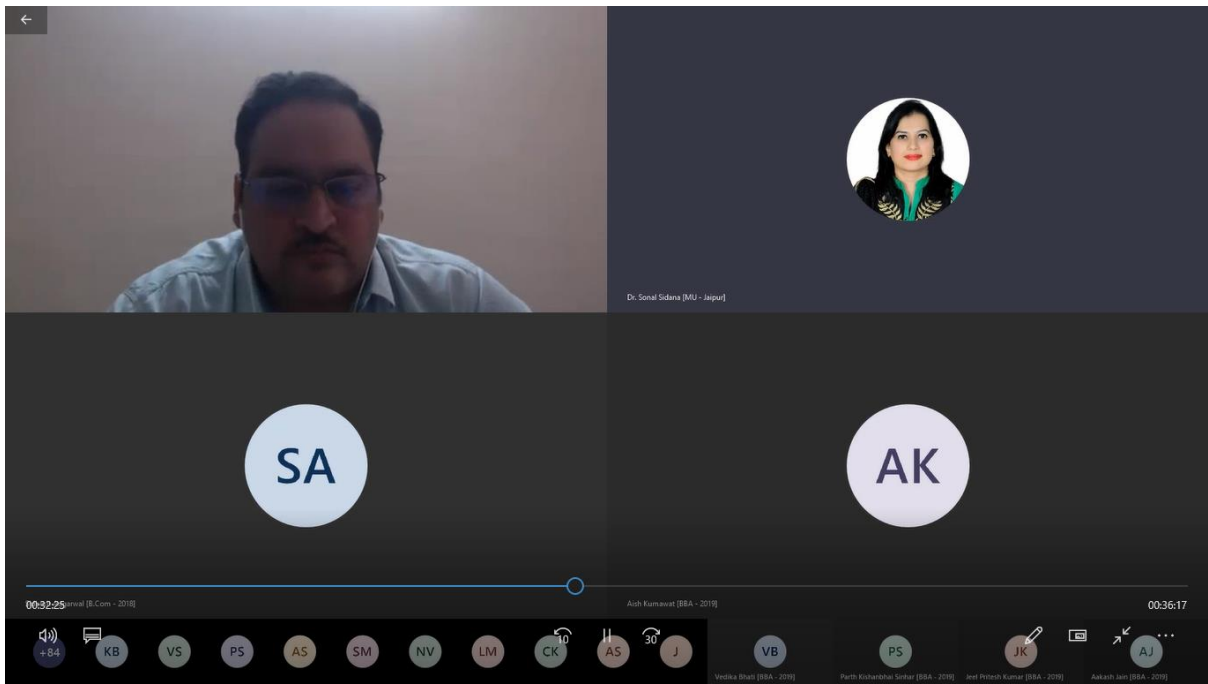
Manipal University, Jaipur  
Saurabh Gogtay

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Notes

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