



## **Career Enhancement Course**

## On

## **Customer Satisfaction**

Date: 20th September 2021to 24th September 2021 Time: 11:00 am – 04:00 pm

Venue: D. Y. Patil Deemed to be University School of Management

Faculty in Charge: Dr.Gagandeep Nagra

Tel: +91 22 2758 9200

Fax: +91 22 27575064



6<sup>th</sup> September 2021

#### **CIRCULAR**

Dear Students,

This is to inform you that DY Patil University School of Management is organizing the Career Enhancement Course next month from 20th September 2021to 24th September 2021.

The topic is "Customer Satisfaction" and will be conducted by our experienced faculty members. We request you all to join these beneficial courses for your better career in future

Dr. R. Gopal Director

Dr. Vani Kamath Dean

Tel: +91 22 2758 9200

Fax: +91 22 27575064



## **Faculty Profile:**

## Associate Professor Dr.Gagandeep Kaur Nagra



Dr.Gagandeep Kaur Nagra, Associate Professor has an academic experience of 14 year Published more than 35 research papers in national and international Journals. Presented research papers at IIM Calcutta & Lucknow. Dr.Gagandeep is the Member of Editorial Advisory Board of Pezzottaite Journals, International Journal IJRITCC.



#### Capability Enhancement Skills Programs on 'Customer Satisfaction'

Date: 20th September to 24th September 2021 Time: 11:00 a.m. to 5:00 p.m. Place: Classroom 5C and 5D

Tel: +91 22 2758 9200

Fax: +91 22 27575064

Web: www.dypatil.edu

#### **Objectives:**

- To make participants to understand benefits and importance of Customer Satisfaction.
- To make participants aware on how to improve customer satisfaction for business
   To make participants aware how customer satisfaction is different from customer
- toyatty.
  To make participants aware of various measures through which customer satisfaction can be achieved.



**Faculty Profile** 

Dr.Gagandeep Kaur Nagra, Associate Professor has an academic experience of 14 year Published more than 35 research papers in

national and international Journals. Presented research papers at

IIM Calcutta & Lucknow. Dr.Gagandeep is the Member of Editorial Advisory Board of Pezzottaite Journals, International Journal IIRITCC.

Dr.Vani Kamath Dean, DYPUSM Dr.R Gopal Director, DYPUSM Dr.Mangesh Jadhav Faculty Co-ordinator



## Itinerary –

Date – 20th September 2021 to 24th September 2021

Topic – Customer Satisfaction Faculty – Dr. Gagandeep Nagra

**Itinerary of the Programme** 

DAY 1	ne rrogramme				
11:00AM	Introduction of the Faculty with the Students				
11:30 AM	Introduction of the Faculty with the Students  Introduction of DYPUSM Career Enhancement Course by host and				
	introduction of speaker				
12:00 PM	Introduction of the topic "customer satisfaction" by the faculty				
01:00 PM	Lunch Break				
02:00 PM	Definition, Significanceof CustomerSatisfaction, Components of Customer Satisfaction				
03:00 PM	Rationale of Customer Satisfaction, Measuring Customer Satisfaction.				
04:00 PM	Why to measure customer satisfaction?				
05:00 PM	End of Day 1				
DAY 2					
11:00AM	How to measure customer satisfaction				
12:00 PM	Tools & Tricks to measure customer satisfaction				
01:00 PM	Lunch Break				
02:00PM	Types of Customer Satisfaction				
03:00 PM	Customer Satisfaction matrix				
04:00 PM	Doubt Clearing and QA Session				
05:00 PM	End of Day 2				
DAY 3					
11:00AM	How to improve customer satisfaction				
12:00 AM	Customer Satisfaction Models				
01:00 PM	Lunch Break				
02:00PM	Service Quality: Concept of Quality, Meaning and Definition of Service Quality.				
03:00 PM	Factors influencing customer expectation and perception				
04:00 PM	Doubt Clearing and QA Session				
05:00 PM	End of Day 3				
DAY 4					
11:00AM	Loyalty and CRM,he wheel of loyalty, Building a foundation for loyalty Customer defections, Strategies for reducing customer defections Obtaining Customer feedback				

Tel: +91 22 2758 9200 Fax: +91 22 27575064 Web: www.dypatil.edu



12:00 PM	Customer satisfaction and value management
01:00 PM	Lunch break
02:00 PM	Customer satisfaction and marketing program evaluation
03:00 PM	Difference between customer satisfaction and loyalty
04:00 PM	Doubt Clearing and QA Session
05:00 PM	End of Day 4
DAY 5	
11:00AM	customer satisfaction survey
12:00 PM	Cases of Customer Satisfaction
01:00 PM	Lunch Break
02:00PM	Customer Satisfaction tools & Software
03:00PM	Revision of the previous 4 days
04:00 PM	Doubt Clearing and QA Session
05:00 PM	End of Day 5

Tel: +91 22 2758 9200

Fax: +91 22 27575064



#### **Course Details-**

School of Management have organized the Career Enhancement Course for their students on the topic Customer Satisfaction. In this student were taught about different sub topics such as importance and benefits of customer satisfaction.

Also, students were taught about what is customer satisfaction, why and how to measure customer satisfaction.

#### Course Objectives -

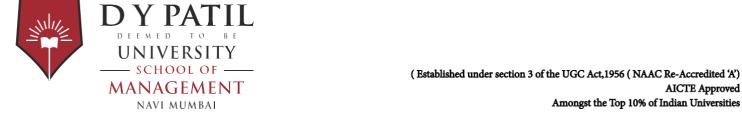
- > To make participants to understand benefits and importance of Customer Satisfaction.
- To make participants aware on how to improve customer satisfaction for business.
- ➤ To make participants aware how customer satisfaction is different from customer loyalty.
- > To make participants aware of various measures through which customer satisfaction can be achieved

#### **Course Outcome-**

Tel: +91 22 2758 9200

Fax: +91 22 27575064

- Students will understand the importance of the customer satisfaction
- Students will learn how to prepare themselves before involving themselves to use tools and tricks to make sure they're gathering data for customer satisfaction correctly and actually using it to grow their business.
- Students will understand benefits of customer satisfaction to the business
- Students will be acquainted with knowledge of how to measure customer satisfaction.



## **Attendance Sheet**

**Course-Customer Satisfaction Faculty- Dr.Gagandeep Nagra** 

SR No	Name of the	20.09.2021	21.09.2021	22.09.2021	23.09.2021	24.09.2021
	Student					
		Custon	ner Satisfaction	1		
1	Mohammad Junaid Khan	Present	Present	Present	Present	Present
2	Vivek Himat Bhimani	Present	Present	Present	Present	Present
3	Vinayak bhagwat kadam	Present	Present	Present	Present	Present
4	Angad Mohan Geetika Dagaonkar	Present	Present	Present	Present	Present
5	Faishal salim rahimani	Present	Present	Present	Present	Present
6	Naffaz shaikh Raj mohd	Present	Present	Present	Present	Present
7	Ibrahim	Present	Present	Present	Present	Present
8	Soham Mahesh Patil	Present	Present	Present	Present	Present
9	Ajay Dharmendra Rathod	Present	Present	Present	Present	Present
10	Naffaz shaikh Raj mohd	Present	Present	Present	Present	Present
11	Prashik Kawadu Kose	Present	Present	Present	Present	Present
12	Priyanka Vilas Naik	Present	Present	Present	Present	Present
13	KHETADE NEHA VISHVESHWAR KUNDA	Present	Present	Present	Present	Present
14	Harshal. Pravin. Patil	Present	Present	Present	Present	Present
15	Sahil Surinder Dogra	Present	Present	Present	Present	Present
16	Ashish	Present	Present	Present	Present	Present
17	Basit	Present	Present	Present	Present	Present
18	Tiwari Sumeet Kiran	Present	Present	Present	Present	Present
19	Sarguroh Deeba Faisal	Present	Present	Present	Present	Present
20	Thakur Pranali Sandesh	Present	Present	Present	Present	Present
21	Chandran Thaze Punathil Rohan	Present	Present	Present	Present	Present
22	Kandhari Harjas Singh Jaswinder	Present	Present	Present	Present	Present
23	Bandre Trunal Dinanath	Present	Present	Present	Present	Present

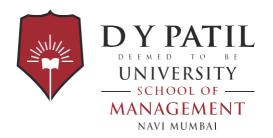
Tel: +91 22 2758 9200 Fax: +91 22 27575064 Web: www.dypatil.edu



24	Agrawal Krishna	Drocont	Drocont	Drocont	Drocont	Dracant
25	Rajendra	Present	Present	Present	Present	Present
25	Pandge Pavan Udhav	Present	Present	Present	Present	Present
26	Survey Qasira Jawid	Present	Present	Present	Present	Present
27	Singh Priyanka Suresh	Present	Present	Present	Present	Present
28	Pathak Anurag Sushil	Present	Present	Present	Present	Present
29	Vawhal Mayur Bhaskar	Present	Present	Present	Present	Present
30	Parab Atharva Satish	Present	Present	Present	Present	Present
31	Sakhare Himanshu Hemant	Present	Present	Present	Present	Present
32	Tiwari Shivam Birendra	Present	Present	Present	Present	Present
33	Singh Shiva Suman	Present	Present	Present	Present	Present
34	Mokal Tanvi Rajesh	Present	Present	Present	Present	Present
35	Ms,sharma prachi Tulsi	Present	Present	Present	Present	Present
36	Patil Ritika Ravindra	Present	Present	Present	Present	Present
37	Sharayu Khude	Present	Present	Present	Present	Present
38	Hitesh Mehta	Present	Present	Present	Present	Present
39	Yuvrajsingh Shisodiya	Present	Present	Present	Present	Present
40	shardul kambre	Present	Present	Present	Present	Present
41	siddhant more	Present	Present	Present	Present	Present
42	Nikhil Patel	Present	Present	Present	Present	Present
43	Saurabh Machkar	Present	Present	Present	Present	Present
44	Yash raj Srivastava	Present	Present	Present	Present	Present
45	Shivam patil	Present	Present	Present	Present	Present
46	Ankur Kasana	Present	Present	Present	Present	Present
47	Mr,Shardul kambre	Present	Present	Present	Present	Present
48	Mr.Harsh Praveen Patil	Present	Present	Present	Present	Present

Tel: +91 22 2758 9200

Fax: +91 22 27575064



## **Student Feedback**

Nr3p Ix1sV2vcKk82ikyE2z2WIVhgvHBA/viewtorm

# Student's Feedback on "Customer Satisfaction" Year 2021-2022 Sign in to Google to save your progress. Learn more \* Required Student Name \* Ms.Sharma Prachi Tulsi Batch(Year) 2021 2021 Was the course useful for you? \* O Yes O No Maybe Maybe



Was the topic covered by faculty relevant? *		
0	Strongly disagree	
0	Disagree	
0	Neutral	
0	Agree	
	Strongly agree	
You	ur overall experience *	
	Excellent	
0	Good	
0	Fair	
0	Poor	

## **Certificates:**

'Dnyanpushpa Niketan', Plot No 10, Sector - 4, CBD Belapur, Navi Mumbai 400 614

Tel: +91 22 2758 9200 Fax: +91 22 27575064 Web: www.dypatil.edu





## CERTIFICATE OF PARTICIPATION

This is to certify that

#### Mr. Harshal Pravin Patil

from D. Y. Patil University School of Management participated in the Capability Enhancement Skill Programs on 'Customer Satisfaction' conducted from 20th September to 24th September 2021

Dr.R Gopal Director, DYPUSM

Dr.Vani Kamath Dean, DYPUSM Dr.Mangesh Jadhav
Faculty Co-ordinator, DYPUSM





## CERTIFICATE OF PARTICIPATION

This is to certify that

#### Ms. Sharma Prachi Tulsi

from D. Y. Patil University School of Management participated in the Capability Enhancement Skill Programs on 'Customer Satisfaction' conducted from 20th September to 24th September 2021

Dr.R Gopal Director, DYPUSM

Dr.Vani Kamath Dean, DYPUSM Dr.Mangesh Jadhav
Faculty Co-ordinator, DYPUSM