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**UNIVERSITY**  
— SCHOOL OF —  
**MANAGEMENT**  
NAVI MUMBAI

( Established under section 3 of the UGC Act,1956 ( NAAC Re-Accredited 'A')  
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## **Career Enhancement Course**

**On**

**Customer Satisfaction**

**Date: 20th September 2021 to 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**



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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 2021 to 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



## 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**

##### 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 IJRITCC.

##### 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.



**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

<b>DAY 1</b>	
11:00AM	Introduction of the Faculty with the Students
11:30 AM	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, Significance of Customer Satisfaction, 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
<b>DAY 2</b>	
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
<b>DAY 3</b>	
11:00AM	How to improve customer satisfaction
12:00 AM	Customer Satisfaction Models
01:00 PM	Lunch Break
02:00PM	<b>Service Quality:</b> 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
<b>DAY 4</b>	
11:00AM	Loyalty and CRM, the wheel of loyalty, Building a foundation for loyalty Customer defections, Strategies for reducing customer defections Obtaining Customer feedback



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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
<b>DAY 5</b>	
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



## 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-

- 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 Student	20.09.2021	21.09.2021	22.09.2021	23.09.2021	24.09.2021
<b>Customer Satisfaction</b>						
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 Deebea 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



24	Agrawal Krishna 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





## Student Feedback

Nr3pIx1sV2vcKk82IkyE2z2WIVhgvHBA/viewform



### 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? \*

Yes

No

Maybe



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Was the topic covered by faculty relevant? \*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Your overall experience \*

- Excellent
- Good
- Fair
- Poor

## Certificates:

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

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Web: [www.dypatil.edu](http://www.dypatil.edu)



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## 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  
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Dr.Vani Kamath  
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## CERTIFICATE OF PARTICIPATION

This is to certify that  
**Ms. Sharma Prachi Tulsi**  
from D. Y. Patil University School of Management  
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