



Date: Saturday, June 22, 2019

Page: Webpage

Source: Citytoday

Language: English

URL: <https://citytoday.news/social-media-plays-key-role-in-reaching-the-customer-prof-h-gayathri/#>



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Headlines Karnataka Mysore

## Social media plays key role in reaching the customer: Prof H Gayathri

### Management Development Programme on 'Managing difficult customers' held at SDMIMD

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Mysuru, June 22:- A one-day Management Development Programme (MDP) on 'Managing difficult customers' was held at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) here on Friday.

The programme was designed for executives and managers who manage customers and academicians in the area of marketing.

The resource persons were Mousumi Sengupta, professor of Organisational Behaviour and Human Resource Management and Sugant, professor – Marketing. The sessions were planned to discuss the tools such as emotional intelligence in dealing with the customers, steps involved in complaint handling, relationship management, customer value and tools and strategies for service recovery. The sessions were driven through activities and exercises.

Earlier, H Gayathri, deputy director and professor – Marketing, SDMIMD, inaugurated the programme and opined that 'Customer is always right' and social media plays an important role in reaching the customer and managing them.

Sunil M V, Coordinator, introduced the resource persons and presented the theme of the programme, stated a press release. (NGB)