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## 'Social media plays important role in reaching customer'



**Mysuru:** A one-day Management Development Programme (MDP) on 'Managing Difficult Customers' was held at the Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) recently. The program was designed for executives and managers who handle customers and academicians in the area of marketing.

The resource persons were Mousumi Sengupta, Professor of Organizational Behaviour and Human Resource Management and Sugant, Professor - Marketing. The activity and exercise driven sessions were planned to discuss topics 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.

Earlier, H Gayathri, Deputy Director and Professor-Marketing, SDMIMD, inaugurated the programme and opined that the 'customer is always right' and that social media plays an important role in reaching the customer and managing them.

Sunil MV, Coordinator, introduced the resource persons and presented the theme of the programme.