

'Social media plays important role in reaching customers'



Participants who took part in the one-day Management Development Programme at SDM-IMD recently.

Mysuru, July 3- A one-day Management Development Programme (MDP) on 'Managing Difficult Customers,' was held at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDM-IMD) here on June 21.

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 & Human Resource Management and Sugant, Professor-Marketing. The sessions discussed 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.

Dr. H. Gayathri, Deputy Director and Professor - Market-

ing, SDM-IMD, inaugurated and opined that 'Customer is always right' and social media plays an important role in reaching the customers and managing them.

M.V. Sunil, Coordinator, introduced the resource persons and presented the theme of the event.