

“মানুষ মানুষের সাথে হৃদয়ত গড়ে,
সৃষ্টি করে বন্ধন”
..... ক্রেতার বেলায় পার্থক্য কোথায়?
- মো: আকবার হাসান



Training on : “Customer Relationship Management (3rd Program)”
Company Name : Robi Axiata Limited
Participants : 24 in Number
Held on : 13th – 14th July 2012 (9:00 am – 6:00 pm)
Venue : BRIDDHI Training Institute, Dhanmondi, Dhaka

Introduction:

The Organization is increasingly coming to look at the customer care and customer service as a vital means of gaining competitive advantage. Competition has become more intense, markets have become more sophisticated and many options are there as a result customers become more demanding. Organizations will have to face up to these changes or lose market share. Customer is person above you who feeds us; they should be handled with care. Where there is a customer, there is business. Customer who keeps us alive, if abandoned us then the existence will be in question. Customers are life blood for our business to run otherwise it will bleed white.

Today businesses are facing competitiveness and price war is in extreme, customer service and other factors are more or less same supplied by the supplier. Where will be the turning point for which customer will stay with you and you can retain them. The expectations of both by the Customers and the Service Providers are geared to the development of customer service or customer care in an organization. The outcome is being desirable by all.

"CRM is a business strategy - an attitude to employees and customers - that is supported by certain *processes and systems*. The goal is to build *long-term relationships* by understanding individual needs and preferences - which add value to the enterprise & customer". This defines strategy as adding value to the customer. It explains the systems and processes which are vital as supporting elements in creating value for the customer.

BRIDDHI offered customaries training for **Robi Axiata Limited** which was a highly interactive program that facilitates Customer Service Professionals to interact more effectively & provide superior services to customers.

Tentative Methods & Approaches Used:

Topics Covered:

Methods & Approaches (Before Training)

- Focus Group Discussion (FGD)
- Questionnaire Survey
- Personal Interviews
- Success Stories
- Observation Methods

Methods & Approaches (During Training)

- Participative Approaches
- Lecture Methods
- Power Point Presentation
- Theories & Practical Application
- Practical Session
- Exercise Session
- Case Study
- Role-Play & Story Telling
- Related Video & Movie Shows

- Vision of Life
....Think Big
- Career Planning – A Life Long Process
....Create your career in right path
- Professional vs. Amateur
....Be Professional
- Customer Service
....Time for a reality check
- Development for Customer Relationship Management
...It is a competitive advantage
- Customer Relationship Management
.....Exceeding customer expectation
- Beyond Marketing – the CRM Strategy
....Be loyal to customer
- CRM Fosters ROI
....Bottom line approach
- Handling Customer Complain
....Make it right

Participants of ROB1

01.	Md. Khaledur Rahman	Kushtia WIC/MO
02.	Mohammed Nurul Gani	Muradpur WIC/MO
03.	Mohammad Mazharul Islam	Muradpur WIC/MO
04.	Sajia Afrin Qureshi	Sylhet WIC/MO
05.	Md. Ahsan Ullah	Cox's Bazar WIC/MO
06.	Arunangsha Banik	Cox's Bazar WIC/MO
07.	Abu Jafar Md. Obaidullah	Feni WIC/MO
08.	Dewan Azharul Islam	Mirpur WIC/MO
09.	Tazrin Chowdhury	Mirpur WIC/MO
10.	Ziaul Hassan	Agrabad WIC/MO
11.	Abida Sultana	Agrabad WIC/MO
12.	Md. Abu Sufiyan	Barishal WIC/MO

13.	Muhammad Lutfur Rahman	Mymensingh WIC/MO
14.	Md. Yeasin	Comilla WIC/MO
15.	Didarul Islam	Noakhali WIC/MO
16.	Zarren Ali Chowdhury	Uttara WIC/MO
17.	Md. Mahbubur Rahaman	Uttara WIC/MO
18.	Md. Golam Mustafa	Palton WIC/MO
19.	Sonia Ahmed	Palton WIC/MO
20.	Md. Ershad Ali	Rajshahi WIC/MO
21.	Hossian Shahrir Akhunjee	Rajshahi WIC/MO
22.	Shahadat Hossain Mazumder	Muradpur WIC/MO
23.	Md. Abul Kalam Azad	Dhanmondi WIC/MO
24.	Md. Sarwarul Alam	Agrabad WIC/MO

Profile of Lead Resource Person & Consultant:



Md. Akbar Hassan - CEO & Managing Director, Chief Resource Person & Chief Consultant of BRIDDHI. Conducted more than 550 exclusive training on different topics as Lead Resource Person amounting approximately 12,000 (Twelve Thousand) participants. OD specialist. Created more than 850 Training Video Clips on different areas in Bangla & English on Bangladesh context. These rich archives couples in disseminating knowledge to get the essence of real life experiences. Lead consultants on Garments & Textiles and Industrial arena.

He served in Senior Management Position in Philips Bangladesh Ltd. (MNC), Youngone Corporation (MNC), and Mobil Oil Bangladesh Ltd. USA (MNC). More than 18 years of experience in corporate world.

MBA from IBA, Masters in Public Administration from University of Dhaka. Visiting Faculty Member of BRAC University, Institute of Governance Studies IGS, IUBAT and BIFT. He presented many papers in many seminars including BATEXPO. Resource Person of many Institutes like, DCCI, MCCI, BPATC, BIBM, Academy of Planning Commission, etc. Resource person of CIPS (The Chartered Institute of Purchasing & Supply). International Procurement and Supply Chain Management (IPSCM) of ITC/UNCTAD/WTO, Geneva, Switzerland. 13 years of experience as Resource Person.

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