



Conducting

Training Programme for In-Service Railway Traffic officers Course on

“Customer Relationship Management”

Programme Course Director: -Sh. Rajesh Kumar, Sr. Professor (Admin & Commercial)

Overview : Customer relation is the process used by businesses entities to engage with customers and foster long-term relationships with them. Right from assisting customers with their day-to-day queries, to creating long-term policies that lead to customer success, customer relations encompasses a lot of activities. When done right, it can lead to positive outcomes such as higher customer retention, increased customer lifetime value (CLV), and stronger customer relationships. In addition to encompassing all of the important functions that customer service performs, customer relations also includes strategies to improve customers’ future experiences and their overall journey with brand. Such relations can help businesses connect with customers on a much more personal level where we no longer treat them as transactions but see them as partners in our growth. An organization like Railways, relations with customers are very important and we need to understand all aspect of customer relation.



Objectives and Methodology

Objectives of Course:- Traffic cadre officers and staff in Railways are the frontline officials who are the first contact persons with customers in Railways and they also get their first hand experience with customers while performing their duties. Passenger direct interaction and immediate solution to their queries with response behavior are the important factors for any frontline staff and officers to give best satisfaction to Railway passenger. The essence of this module is to help Officers and staff to recognize the value of its Passenger/customers and to capitalize on improved customer relations. The better we understand our customers, the more responsive we can be to their needs. CRM can be achieved by: finding out about our customers' habits, opinions and preferences with prompt solution.

Brief Content & delivery: - The module of this course is designed in a way so as to make it understandable to any Railway officers about the core objective of Customer Relationship management in Railways. Module will help officers in finding the expectations of customers and pain points in experiences of customers. This will help in improving the services offered by railways and developing new services. This module will also help Railways officers and staff in developing soft skills and better communication with the passengers, their behavioral improvements towards better services. Prominent Professors from Universities and Railways officers will deliver their lectures alongwith case studies so as to give indepth knowledge of the subject.

Who Should attend: - Railway Officers from Traffic cadre from Junior scale to Senior administrative grade may attend this course.

Course Duration :- 05 Days

Timing of course :- 09.30 a.m to 16.00 p.m

Day	Brief of Content on CRM and Learning Theme
Day - I	Emerging Concepts in Customer Relationship Management: o CRM Definition, Need and Importance o The Value Pyramid , Customer Interaction Cycle , o Customer Profiling and Total Customer Experience, o Goals of a CRM Strategy and Obstacles, o Processes and Technology
Day - II	CRM as a Business Strategy : o CRM - Issues and Strategies; Winning Markets through Effective CRM; o Effective Customer Relation Management through Customer Knowledge Management; o Customer Interaction Management, Call Centre management in CRM.
Day - III	Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time Value. o Customer life cycle Management.
Day - IV	Technological Tools for CRM and Implementation : o Data Mining for CRM - Some Relevant Issues ; o Changing Patterns of e-CRM Solutions in the Future; o Structuring a Customer Focused IT Organization to Support CRM; o Organizational Framework for Deploying Customer Relationship; o Measuring profitability CRM implementation -set by step process. Behavioral changes in CRM
Day - V	CRM in other Services : o Status of Customer Relationship Management in Railways o Customer Relationship Management in Banking and Financial Services; o CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; o Soft skill and communication development

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