

ASUTOSH COLLEGE
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- TITLE OF EVENT: **Faculty Exchange Program (Phase 1)**
 - THEME OF THE EVENT / PROGRAMME: **‘Customer Relation Management’**
 - DATE: **3rd Feb, 2024 and 7th Feb, 2024.**
 - VENUE: **Asutosh College - Humanities Block**
 - COLLABORATOR/S (IFANY): **MoU between Asutosh College & Bangabasi Evening College and IQAC, Asutosh College**
 - OBJECTIVE / PURPOSE: The purpose of the seminar is multifaceted for students:
 - ✓ Personalization at Scale: Customizing Customer Experiences.
 - ✓ CRM Implementation Challenges and Best Practices.
 - ✓ Holistic Customer View.
 - ✓ Strengthening Relationships.
 - SPEAKER: **Prof. RajibDebnath, Department of Hospitality & Tourism, B.Voc Studies, Bangabasi Evening College**
 - TARGET AUDIENCE/ PARTICIPANTS: **Students of Department of Software Development, B.Voc Studies, Bangabasi Evening College - Semester II**
 - ATTENDANCE SHEET (If available): **No**
 - BRIEF REPORT ABOUT THE EVENT/ PROGRAMME:

Department of Software Development, B.Voc Studies, Asutosh College has organized a Faculty Exchange Programme for the student of Department of Software Development, B.Voc Studies, Asutosh College on the topic “Customer Relationship Management” in association with IQAC, Asutosh College.

- CRM is a strategic tool that strengthens customer relationships, enhances business insights, and drives success in the corporate landscape. CRM is not just about business transactions; it fosters personal bonds between organizations and customers. By building emotional connections, businesses can better understand customer needs and serve them effectively.
- Strengthening Relationships: CRM is not just about business transactions; it fosters personal bonds between organizations and customers. By building emotional connections, businesses can better understand customer needs and serve them effectively.
- Holistic Customer View: A well-implemented CRM system provides a historical perspective on all existing and potential customers. This reduces the time spent searching for information and enables businesses to anticipate customer requirements.
- Segmentation and Focus: CRM categorizes customers based on various criteria (such as business type or location) and assigns them to dedicated account managers. This personalized approach allows organizations to focus on each customer individually.
- Acquiring New Customers: CRM isn’t limited to existing clients; it also aids in acquiring new customers. By capturing details of potential leads (“Opportunities of Business”), sales

representatives can efficiently convert them into successful deals.

- **Cost-Effectiveness:** Implementing CRM systems significantly reduces paperwork and manual work. The associated technologies are cost-effective, and centralized data accessibility boosts productivity.

▪ **EXPECTED OUTCOME:**

Students participating in the faculty exchange program will return with a broader perspective and enriched knowledge, which will positively impact their knowledge and concept.

▪ **GEO-TAGGED PHOTOGRAPHS: Attached Below**

Day 1 (03/02/2024)



Day 2 (07/02/2024)





- POSTER OF THE EVENT:

ASUTOSH COLLEGE
ASUTOSH UNIVERSITY OF CALCUTTA
ESTD - 1916

Customer Relation Management

Seminar Talk under the Faculty Exchange initiative between
Asutosh College & Bangabasi Evening College Kolkata

Prof. Rajib Debnath
Department of Hospitality & Tourism
B.Voc Studies
Bangabasi Evening College

Date - 03.02.2024 & 07.02.2024

Manas Kabi
Dr. Manas Kabi
Principal
Asutosh College

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