



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



LEADING CUSTOMER EXPERIENCE

About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

Program Objectives

- To gain an understanding of customer experience management
- To learn effective ways of listening and understanding the voice of the customer and voice of employees
- Map the customer journey and understand customers pain points
- Leave with a clear methodology for improving your organisation's customer experience across channels
- Be able to get cross-functional commitment towards executing the customer experience strategy

Deliverables



- Customer Experience: The art & science
- Voice of Customer & Voice of Employee
- Moments of truth and customer journey
- Building & Maintaining the culture excellence–Process & People

Pedagogy



The Program will be delivered with a participant centered learning approach. The participants are encouraged to bring live problems, service and experience issues on the discussion board and work through them as the program progresses. The Program is designed to get cross-functional employee teams to understand and appreciate the art and science of customer experience.

Target Audience



The program is aimed at middle to senior level marketing, sales, service operations, product, branding, customer support, customer relations executives. Ideally an organization should nominate 3-4 employees from different functional areas, as it will maximize the training impact.

Program Director



Dr. Sapna Popli
Professor
Area: Marketing
Management

Dr. Sapna Popli has more than 25 years of work experience, handling various roles that of a teacher, trainer, researcher, corporate executive, and an academic leader. Over these years, she has developed and taught courses on services marketing, customer experience management and cross-cultural marketing. She has also been offering courses as an

international visiting professor at La Sabana, Colombia, 2019; ESCA, Morocco (2016, 17 & 18) and Shanghai University, China (2005). She is an equally passionate researcher in the service domain, her work has published and awarded for her work in reputed journals including the Journal of Service Theory & Practice (A), Journal of Services Marketing (A), Journal of Marketing for Higher Education(B) to name a few. She has also led various teams for design, development and execution of programs working professionals across sectors for organizations like Maruti Suzuki India Ltd (leading Customer experience and sales leadership program), Hero MotoCorp (Future leaders Program), IBM-Daksh; Pantaloons Retail (Future Group); Max-Health Care (Long term management programs). Dr. Popli has her doctoral (FPM) in services marketing from IMI, New Delhi; a MBA major in Marketing with an undergraduate degree in Mathematics (Honors) from Miranda House, Delhi University. She is also completed two recent programs in the customer experience space namely Customer Experience Management from Chartered Institute of Marketing (CIM), U.K Feb 2019 and W. P. Carey Certificate in Service Experience Management, Arizona State University, U.S.A, May 2019. The Service Experience Management included independent certificates in voice of customer, service blueprinting and delivering service excellence.

Administrative Details

Mode: Offline

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.

Management Development Program Office

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