

**GIZ India, MIA Hingna and Electronics Association Nagpur
organized an exclusive webinar on
'Customer Relationship Management' by Mr. Sandeep Maity**



C.G. Shegaonkar, President – MIA Hingna (Centre), Murali Mohan Pantula, Treasurer – MIA Hingna (Extreme Right), Hemant Kalikar, President – Electronics Association Nagpur (Second Right), Sandeep Darwhekar, Secretary - Electronics Association Nagpur (Extreme Left) and Dr. Ravindra Aher, Consultant – GIZ India (Second Left) attending the webinar at MIA House. Sandeep Maity, Speaker for the webinar (Inset).

GIZ India and MIA Hingna in association with Electronics Association Nagpur conducted an Exclusive free webinar on 'Customer Relationship Management - For creating foundation for business growth' by Mr. Sandeep Maity, Managing Partner at Mighty Impact Consulting, Bengaluru. After his previous successful webinar on the topic 'Recreating Opportunities in Tough Times', he conducted yet another insightful session on this important topic. This interactive webinar focused on the topics: Why CRM and its importance in businesses, Types of CRM and SME considerations for CRM. The topics covered are very important for every business/MSME to understand and implement in order to create a strong foundation by consolidating existing customers and to create a platform for growth to existing and new markets.

Mr. Sandeep Maity, an alumnus of VNIT has been associated with many leading businesses in various positions and roles for the last three decades like NELCO (TATA Group), L&T, ABB, Kirloskar-Ansaldo, Danfoss, VACON, LAPP. He carries with him an incredible amount of experience having worked in India, Europe, China and Asia-Pacific regions in various capacities for a range of businesses.

Mr. Maity through his presentation emphasized as to how CRM systems is the need of the hour and how it enables companies to manage, interact and retain customers effectively. He also spoke on how CRM helps industries transition a customer journey from awareness stage till conversion and then promotion stage smoothly. He added that implementing CRM in a proper way helps companies

to achieve substantial sales growth. Some CRM activities for business growth (External and internal factors) and types of CRM basically classified into: Basic, Operational, Analytical, Collaborative and Strategic; were some of the other important topics he covered.

There are various CRMs available in the market as per usability and needs of the customer and SMEs should consider the following points while building a proper CRM strategy for their businesses:

1. User friendly across multiple devices (Mobile App must and On/Offline sync)
2. Marketing Tools for Branding/Promotion via Social Media
3. Marketing Tools for Lead Management (New Customers)
4. Customer Account Management (Market and Customer Segmentation)
5. Customer Contact Management (Buyer Profiles)
6. Customer Opportunity Management
7. Products/Services + Pricelist/Discounts
8. Interface with Business Partners
9. Dashboard
10. Automation Interfaces/API's
11. End-to-End Systems (Pre and Post Sales)

In addition to the above Mr. Maity spoke on leveraging CRM tools and strategy for developing existing markets and to use CRM as a stepping stone for establishing businesses digital presence and planning the journey ahead. Competitor analysis, improved productivity and sales force efficiency are the various other advantages that CRM brings with it to the industries, he added.

Lastly he asked companies to map the existing customer relationship process as on today and to consider the next three years for future expansion of the business. *"The business should decide and configure the CRM and not the other way around"*.

The webinar was initiated by Mr. C. G. Shegaonkar, President of MIA Hingna Nagpur, with a welcome note to the guest speaker and live participants of the webinar. Mr. Hemant Kalikar, President of Electronics Association Nagpur spoke on the relevance of CRM in today's scenario and context. It was followed by an introduction of the Speaker and general instruction remarks by Dr. Ravindra Aher, Consultant - GIZ India.

Participants from various sectors and from various places across India gave an overwhelming response to the webinar. The webinar concluded with the question-answer session which was conducted and moderated by Dr. Ravindra Aher, Consultant GIZ India and Mr. Sandeep Darwhekar, Secretary – Electronics Association Nagpur followed by closure remarks and thanks-giving delivered by Mr. Murali Mohan Pantula, Treasurer, MIA Hingna, Nagpur.