

**Gujarat Technological University**

**School of Management Studies**

**(Accredited with A+ Grade by NAAC)**

## **Report on “Expert Session on Customer Relationship Management”**

**Title of Event:** Customer Relationship Management

**Type of Event:** Expert Session

**Date:** 19th October 2024

**Time:** 8:00 AM onwards

**Venue:** GTU-SMS

### **Description of the Event:**

The expert session on **Customer Relationship Management (CRM)** was organized for **BBA Semester 5** students, aiming to deepen their understanding of effective customer relationship strategies. Led by **Dr. Pratima Shukla**, an esteemed speaker, the session covered essential CRM concepts, emphasizing the importance of building strong customer connections to enhance business success.

The session began with an introduction to CRM's role in today's competitive market. Dr. Shukla highlighted that CRM is crucial for customer retention, loyalty, and lifetime value, thus making it a vital component of any business strategy. Students were introduced to various CRM tools and strategies, including customer segmentation, engagement tactics, and feedback mechanisms, which are key in managing and fostering customer relationships.

This interactive session allowed students to explore CRM applications in real-world business scenarios, offering valuable insights for their future careers. Questions and discussions were encouraged, adding to the enriching experience.

### **Name of Expert & Brief Speech:**

- **Dr. Pratima Shukla**, an accomplished academician and industry expert in marketing and customer relationship management. With 16 years of experience, she holds an MBA in Marketing and a PhD in Management. Dr. Rajput has an extensive teaching portfolio at reputed institutions, including her current role as Associate Professor at SAL Institute of Management, Ahmedabad. Her expertise spans marketing, sales, and managerial communication, alongside significant contributions to research on customer loyalty and consumer behavior. She has also trained corporate professionals and conducted impactful workshops, making her a seasoned educator and practitioner in her field.

**Number of Participants:**

A total of 7 students from the 5th semester BBA batch attended the session.

**Geo tagged Photograph of the Event:**



**Flyer of the Event:**

**Gujarat Technological University**  
**School of Management Studies**  
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**Expert Session**  
on  
**Customer Relationship Management**  
*with Eminent Speaker*  
**Dr. Pratima Shukla**  
Expert Trainer

19-10-2024  
GTU-SMS  
08:00 AM

Locate us @ : GTU SMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat

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**Feedback of the Event:**

Students found Dr. Shukla’s presentation style highly engaging, making complex CRM strategies accessible through practical examples. Her breakdown of customer engagement, segmentation, and relationship-building techniques helped students understand core CRM principles effectively. The open Q&A segment allowed students to clarify doubts and connect theoretical knowledge with real-world business practices. Overall, students appreciated the insights on CRM’s role in driving customer loyalty and business growth, which boosted their confidence in managing customer relationships in future roles.

**Social Media Post:**



**Event Coordinator:**

Ms. Hetal Rathod

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**Report Edited by:**

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