

राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)
उत्पादकता भवन 5-6, इन्स्टीट्यूशनल एरिया,
लोदी रोड, नई दिल्ली-110 003



NATIONAL PRODUCTIVITY COUNCIL

NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)

Utpadakta Bhavan, 5-6, Institutional Area,
Lodi Road, New Delhi - 110 003

No. 31506/22

Dt. 3-03-2022

Sub: 22-CP-16-GE-WSP-A: Workshop on Customer Management Experience Using Data Analytics from 20-22 April 2022, Digital Multicountry (DMC). (Visit www.npcindia.gov.in/NPC/User/InternationalServices for detailed Project Notification)

Dear Sir,

We invite your kind attention to NPC www.npcindia.gov.in/NPC/User/InternationalServices with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para (**Qualifications for Participants**) of the project notification may kindly be forwarded to reach us latest by **28th March 2022**. In this regard, the following points may be noted.

- **Fees and Charges**

An Application fees (NON-REFUNDABLE) of Rs. 500/- for MSME Sector, Trade Unions and NGO's and Rs. 1000/- for others is payable along with the nomination form, for each participant.

The requisite amount can be paid through a demand draft/cheque/ECS drawn in favour of National Productivity Council, New Delhi. In the regard, the bank account of NPC details is attached herewith. Kindly e-mail the details of the ECS/RTGS/NEFT payment made, **mentioning the name of applicant in remarks**, to mayank.verma@npcindia.gov.in, isg@npcindia.gov.in, rk.rawat@npcindia.gov.in Please note, in the absence of application fee, the nomination will not be considered.

- **Nomination Procedure for all nominations should be routed through proper channel and as per the attached APO bio data form.** The nominations received after the last date will not be considered. It is the responsibility of the candidates to complete all the official formalities required by their organizations/department for participating in the program.

It is requested to send nominations by e-mail to mayank.verma@npcindia.gov.in, isg@npcindia.gov.in, rk.rawat@npcindia.gov.in (application in prescribed excel format) and one hard copy by post along with the covering letter of the competent authority on company's letter head. All information pertaining to nominations will be treated as confidential and classified. The nominated officers may be invited as a faculty in programs on the relevant subject/s, organized by NPC. We look forward to receiving of nominations from your esteemed organization.

Thanking you,

Yours faithfully,

(K.D. Bhardwaj)
Director & Head (Int'l Serv.)
for Director General
e-mail: isg@npcindia.gov.in



PROJECT NOTIFICATION

Ref. No.: 22-CP-16-GE-WSP-A-PN2200020-001

Date of Issue	28 February 2022
Project Code	22-CP-16-GE-WSP-A
Title	Workshop on Customer Management Experience Using Data Analytics
Timing and Duration	20–22 April 2022 (three days)
Hosting Country(ies)	Singapore
Modality	Digital Multicountry
Implementing Organization(s)	Singapore Productivity Centre and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Managers and specialists in SMEs and professionals and associate consultants from National Productivity Organizations involved in customer experience management, data analytics, and digital marketing
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	1 April 2022

1. Objectives

- a. Understand the importance of the customer experience and its management in SMEs.
- b. Learn about advanced data analytics to maximize the customer experience and satisfaction.
- c. Equip participants with knowledge of major customer data collection methods and how that data can inform business decisions.

2. Background

According to an article published in The Straits Times on 28 October 2020, about 70% of the 575 SMEs surveyed in Singapore had not yet adopted data analytic solutions and services, with many of them being familiar only with spreadsheets and databases, suggesting a lack of awareness and understanding of advanced data analytics. In business today, data are considered an asset as tangible as hardware and are at the heart of operations. SMEs therefore need to move away from application-centric to data-centric ways of doing business. They need to go beyond the mere collection of information and monitoring to real-time data analysis to extract maximum value and pass the results to key decisionmakers as quickly as possible.

A World Bank article published on 27 September 2021 reported that the service sector accounted for roughly 55% of GDP in developing countries and around 68% in developed countries. Customer experience management (CXM), which encompasses the processes used to track, oversee, and organize every interaction with customers throughout the engagement cycle, is a critical component of business success. With various information coming from multiple customer touchpoints, it is necessary to deploy appropriate, systematic data analysis tools to enhance CXM to achieve the desired objectives. Successful CXM helps build and develop brands in the minds of customers, ultimately leading to long-term relationships. Better experiences are very effective in increasing sales to new or existing customers. A satisfied customer will always create repeat sales and act as a word-of-mouth advertiser. CXM improves brand loyalty through positive customer interactions, satisfaction, and goodwill. In the long run, these are assets for any company to build future growth. The customer experience can be maximized if data analytics are used appropriately.

Data analytic tools can be either qualitative or quantitative. This workshop will explain how those tools extract and separate useful data from unnecessary information and analyze them to reveal patterns and numbers that can help in making profitable changes. It will also discuss how data analytics predict customer trends and behaviors, increase business productivity, and lead to evidence-backed decisions.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Factors in the customer experience and how to improve it
- Knowing your customers and establishing consistency across channels
- Addressing organizational structure and building relationships with customers

Day 2:

- Data, analytics, and decision-making
- Data-driven monetization
- Understanding data-driven strategies

Day 3:

- 7-Step data-driven problem-solving methodology
- Applying the goals, operations, analytics, and levers (GOAL) data-driven operating model stack
- Challenges and opportunities for productivity specialists across member countries

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan
Secretary-General