

CEE organized EDP on “Customer Relationship Management for Profitability”

“Center for Execution Education(CEE)” of KL Business School, Koneru Lakshmaiah Educational Foundation(KLEF) has organized a one day executive development program on “Customer Relationship Management for Profitability” for working executives of various organizations of customer care divisions on 16th February, 2019.

Registrar of KLEF, Professor Sri R.R Lakshmi Kantham has inaugurated the program and said “Business Schools generally focus on skill building of students and faculty, but KL Business School by initiating CEE with a mission to build the skills of executives across various functionaries of organizations and designing customized program is very much appreciable and is most promising step”.

Former Registrar and officer on special duty of KL University professor Sri T. Uma Maheswara Rao garu also presented in the program and explained the importance of Customer Relationship Management for various industrial, product and services organizations.

HOD of Business School Dr. P.V.Vijaya Kumar Reddy has extended his warm welcome to the participants of various organizations. The program was coordinated by Dr. Saraswathi Atluri professor In-charge of CEE and by Dr. J. Venkata Ramana and Dr.K. Anusha Assistant Professors of KL Business School.

A total of 50 participants were attended the program from Colgate &Palmolive, HIL Limited, Kusalava Limited, Atma Lubricants, Sangam Diary, Prashanth Hospitals, Hindustan Automobiles, Thanmai Hotels, Redesign Wellness Centre, KONACC, First Choice- Investment Adviser services.





