



Academic  
**Staff College**

### **A Report on**

#### **One-day Employee development Programme on “Customer Delight” 23.02.2019**

Academic Staff College in Association with Department of MBA organised One-day Employee development Programme on “Customer Delight” on 23.02.2019 by Dr. D. Sundari, Assoc. Prof., MBA and Dr. V.N. Sailaja, Assoc. Prof. MBA All Non-teaching Staff of University in Sunflower Hall.

It is a novel initiative where the graduate students of KLUBS department are given the opportunity to present their HR skills in reality, what they have learned in their classroom situation. The students were trained to practically organise and deliver a training program to the participants.

The resource persons explained that the customer delight is focused on three principles in any organisation: attract, engage, delight.

The customer delight includes the customer-focused way of rendering services is centered on helping people and solving their problems in the ways they want them to be solved. The concept of delight-providing a remarkable experience to the stakeholders of the university that focuses on their needs, interests, and wishes that leaves them so satisfied, they can't help but go out and sing the praises of our university. The employees hold this responsibility on delighting potential and existing customers from their very first interactions with the organization - and we should be ready for this.

The resource advocated for doing four things consistently well during the customer's experience to delight them and keep them coming back:

1. Answering their questions
2. Solving their problems
3. Helping them reach their goals
4. Being enthusiastic

Creating a great customer experience means that, we are building trust with people so that they stay loyal to our university for a long time. We build trust with people by consistently making the people that we are here to serve successful.

The program came to an end with distribution of certificates to the participants.

