



**Audyogik Tantra Shikshan Sanstha's**  
**Institute of Industrial and Computer Management and Research(IICMR)**  
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 Awarded Best Management Institute for Industry Interface by CEGR

# MBA@IICMR

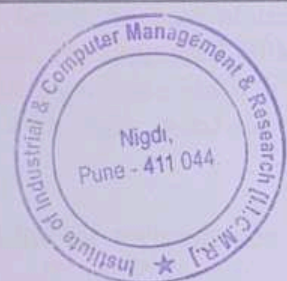
## Report of Business Process Excellence (BPE) 2023

# Business Process Management for CX

## Connect, Collaborate & Conquer

14<sup>th</sup> and 15<sup>th</sup> January 2023

Date: 14.01.23 and 15.01.23  
 Venue: Auditorium  
 Time: 9.30 to 4.00 & 9.30 to 5.30 respectively



### 1. Introduction:

“Before building a BPM strategy, it’s important to understand why efficient business processes are important, the different types of business processes, who’s responsible for them within your company, and which problems BPM can help you address.”

“Customer experience (CX) refers to how a business engages with its customers at every point of their buying journey—from marketing to sales to customer service and everywhere in between. In large part, it’s the sum total of all interactions a customer has with your brand.”

Customer experience is not just a set of actions. It also focuses on feelings. How do your prospective customers may feel about your brand? There are important decisions to make at each touch point, and those decisions influence how successful your business will be as a result. So at this juncture we MBA@IICMR conducted event of Business Process Excellence on Business Process Management for Customer Experience (CX).

**2. Outcomes of Activity :** Enhance the Knowledge, Skill and Ability of aspiring managers by understanding the changing role of Marketing, HR, Finance, Operation and Systems in Business in the Digital era.

- a) To understand the CX – Customer Experience in all the fields of the business and analyse their impact.
- b) To identify the emerging opportunities and Challenges in the Customer Experience.

### 3.Points addressed by speaker:

Dr. Jitendra Joshi Founder and **Global President**, GIBF (Global India Business Forum):  
 Be the aspiring leaders of emerging India. Be competitive, aspirant, be ambitious, be an entrepreneur. He talked on the occasion of ‘Business Process Management for customer experience (CX)’ -2023, organised by MBA@IICMR. He elaborated the examples of products & services that are served the customers and what they expect from the product and



service to gain the total positive customer experience towards their business. World is reaching out to our country just because of youth posing the huge potential for upcoming businesses. Industrialised countries are seeking collaboration with India to gain the competitive advantage in changing customer experience. Youth should not immigrate to other countries but seek the potential they have in the country itself.

On the occasion the 'Memorandum of Association-MOU', was signed with GIBF and MBA@IICMR. 'Gyandoot'-The News later of MBA@IICMR was inaugurated by him under the presence of Director IICMR Dr. Abhay Kulkarni, and HOD Dr. Manisha Kulkarni.

Mr. Rinoo Rajesh, Digital Transformation Leader **Vice President** - Head Digital and Business Transformation Services.

Guiding students on the topic 'IT, People and Culture- sphere of customer experience', he said although the information technology is changing the dimensions post pandemic, advances of technology will still make it relevant in terms of emotions, opinions and perceptions in sum total of interaction with brand products and services. He furthered that, 50% of fortune 400 companies are led by Indians, 50% of the NASA is Indians. He quoted the example of 'Apple', that the cash reserve of the company is as much as of 70 countries, suggesting that how they were able to achieve this feat is, because of creating strong customer experience around the product and services offered. He suggested BPM is poised to change Industry 4.0; it is not an isolated function of single department but it is with simplification of processes in hiring and boarding right people with right mind-set and customer centric behaviours.

Mr. Ranjit Shekdar Senior **Project Manager** Infrabeat technologies talked on the topic; 'Exploring Supply Chain Management for CX'.

Experiences that the providers of products and services give will matter more in coming days than never before, he said. While in supply chain business, process stakeholders should be understood well. What experience is delivered becomes the moment of truth. Businesses in delivery chain should become value delivery chains by continuously gauging the requirements, following the timelines, cultural differences and segments you are catering with.

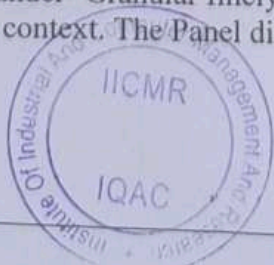
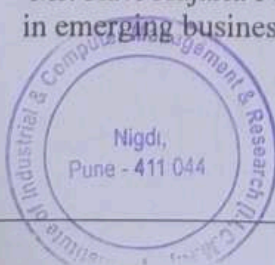
Mr. Gajendran Ravindran Corporate Vice President, WNS Global Services. 'Integration of Business Processes for CX'.

He described 'Information Technology and Software Services' industry's shift from 'Business Process Outsourcing to business process management'. He advised that 'Customer service experience should not be 'reactive' but should be 'proactive'. Two main aspects of focus; 'NPS- Net Promoters' Score' and 'VC- Voice of Customer'. He furthered that there are 4 components of 'Customer experience'; discovery, engagement, analysis and delivery.

Panel discussion followed the address of the eminent professionals. Participating and discussing on the topic; 'Omni Channel CX', contributing members from the industry were; Mr. Umang Salgia Founder, NeuraSee, Mr. Rohit Bhalunkar Founder, Harisoft. Session was moderated by Mr. Jitendra Sharma.

**Day-2** of the event was contributed by Mr. Vighnahari Deo Head, Information Technology Service Management, SKF India Ltd. on the topic; 'Use of IT, ICT in Service Business Processes for CX'. Dr. Prashant Pansare, Founder and CEO, Rubiscape and Intelliment Technologies discussed on the topic; 'Role of Analytics for Evolving CX'.

Mr. Ravi Kajaria Founder- Granular finely matched the context of HR with overall use of CX in emerging business context. The Panel discussion contributed by Ms. Nithya N.A. auditor





from Johnson Controls India, Ms. Anusha Gajendran Internal Controls Auditor Eaton Corp., Ms. Neelkamal Anchan Director, Global India Business Forum, and Ramesh Varadharajan on the topic; 'Immersing CX for Business Process Management'.

**4. Activity Experience:** The overall activity experience was excellent and all speakers provided the feast of knowledge to the very simple easily understandable way. Students till the last session were attentive and responding to session speakers with appropriate answers.

Two days students experienced valuable contributions and insights by the industry stalwart's, who suggested the changing scenario and dimensions of 'Customer Experience' and the way forward for the industry. In totality depicting the picture for future managers to seek and implement the changing aspects of changing customers' expectations. It was an intellectual feast for the all the participants to note their valuable comments and interactions.

Panel discussion on both days created insightful body of knowledge under the head of Business Process Management for CX. A perfect practical application of CX was understood by students and they assured the panellist they will apply CX practically in all fields of their progressive career journey.

Guest introduction and comparing was done by MBA- II year students session-wise. Vote of thanks was proposed by event coordinators; Dr. Madhura Deshpande, and Mrs. Swapnisha Khambayat.

**5. Activity feedback outcome:** The session-wise feedback was sought by MBA@IICMR students and it was taken online. Leaving 14% of the attendees , all of them announce that program was very good rating speakers above 85% of scores. The genuine has been created by every speaker and practical application of the current topic was also delved. More that 50% of the mob was comprehended the subject well. Interesting remarks and takeaways were shared by the students in their feedback sheet. Students also showed interest in organising and attending such further programs.

**6. Glimpses of deliberations on both days:**



1 MBA@IICMR signs MoU with GIBF

Ref.: IICMR/MBA/2022-23/BPE-2023/Report

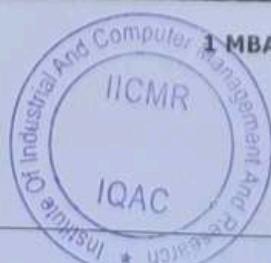
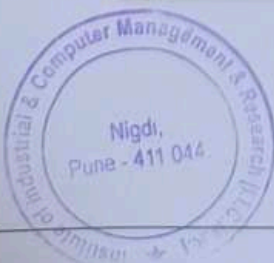


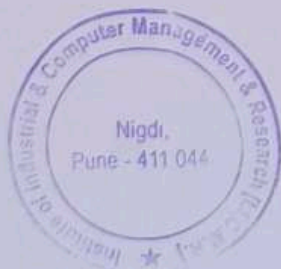




Figure 0-1 Speaker : Ranjit Shekdar



Figure 02 Speaker: Mr. Gajendran Ravindran



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Figure 03 MBA@IICMR audience



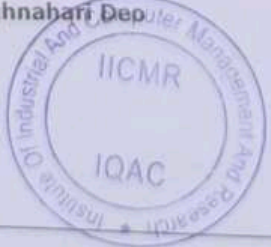
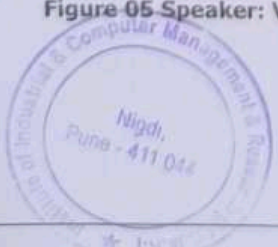




Figure 04 Panel Discussion: Rohit Balunkar and Umang Salgia



Figure 05 Speaker: Vighnesh Dep



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Figure06: Speaker: Ravi Kajaria



Figure 07 Panel Discussion: Dr. Nilkamal, Ms. Anusha and Ms. Nithya

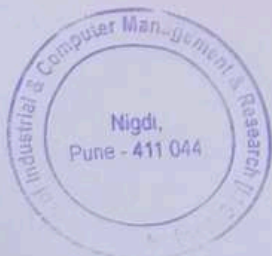






Figure 08 Panel Discussion Moderator: Dr. Manisha Kulkarni



Figure 09 Speaker: Mr. Prashant Pansare







Figure 10 Valedictory session

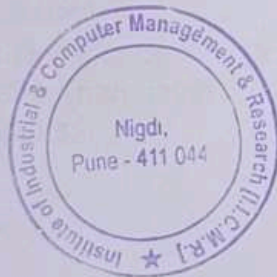






Figure 9 Event Coordinators: Dr. Madhura D and Ms. Swapnisha K

Prepared by:

*Dr. Madhura D*  
*Mrs. Swapnisha K*

Dr. Madhura Deshpande  
Mrs. Swapnisha Khambayat  
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Submitted to:

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Approved by:

*Dr. Abhay Kulkarni*

Dr. Abhay Kulkarni  
Director, IICMR

