



**Audyogik Tantra Shikshan Sanstha's  
Institute of Industrial and Computer Management and Research (IICMR)**

Approved by AICTE, Permanently Affiliated to SP Pune University  
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited  
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute  
Awarded Best Management Institute for Industry Interface by CEGR

**MBA@IICMR**

Date: 5/3/2024

**NOTICE**

**MBA-2<sup>nd</sup> year Semester-IV\_2023\_24**

**Employability Enhancement Workshop**

This is to inform all MBA II year students that the Employability Enhancement Workshop is scheduled by considering need of upgrading your skills. Institute is taking efforts to train you where corporate trainer will take workshops. Below are the details of the workshop:

**1. Topic – Career Readiness -20 days @ 2 hours daily.**

Resource Person – **Balwinder Janjuha**

Time – 10.30 am to 12.30 pm

**2. Topic : Finance & Accounting Training-20 days @ 2 hours daily.**

Resource Person – **Kiran Desai**

Time – 1.30 pm to 3.30 pm

**3. Topic – Customer Interaction Services Training-20 days @ 2 hours daily.**

Resource Person – **Ayush Kumar**

Time – 4.30 pm to 6.30 pm

**4. Venue – Online Mode**

**5. Date – Tuesday onwards (12/3/2024 onwards)**

**6. Note – Attendance is compulsory.**

Ensure proper internet connectivity.

Prepared by:

Ms. Pooja Nalawade  
EEP Coordinator

Submitted to:

Dr. (Adv.) Manisha Kulkarni  
HOD , MBA@IICMR

Approved by:

Dr. Abhay Kulkarni  
Director, IICMR

Ref.: IICMR/MBA 2023-2024/EEP-2024/3



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## **MBA@IICMR**

Date: 12/03/2024

### **REPORT**

**1. Title of the Activity:** Employability Enhancement Programme Customer Interaction Services Training- Online Mode

**2. Date & Venue:** ~~12~~

~~3-11~~ **12 March 2024.** MBA@IICMR had organized Employability Enhancement Programme (EEP) 2023 for Second year MBA Students.

**Time:** 4:30 p.m. – 6:30 p.m.

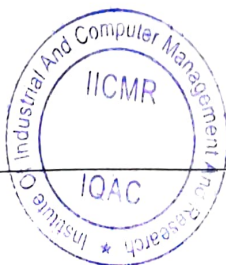
#### **4. Outcomes of Activity:**

1. Gain confidence in managing customer interactions effectively.
2. Learn techniques to resolve conflicts and enhance customer satisfaction.
3. Develop a comprehensive understanding of customer service protocols.

#### **4. Description of the Study:**

The Customer Interaction Services Training program is a meticulously designed 20-day course aimed at equipping participants with essential skills for effective customer communication and engagement. The sessions, led by Mr. Ayush Kumar, focus on enhancing participants' ability to handle customer interactions professionally, ensuring a positive and seamless customer experience. The Objective of the activity:

- Build foundational skills for effective customer communication.
- Train participants on strategies for handling challenging customer interactions.
- Enhance understanding of customer service principles and best practices.
- Develop a customer-centric mindset and improve overall service quality.



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**4. Assessment of the Activity Outcomes:**

Mr. Ayush Kumar brings extensive experience in customer interaction services, offering practical knowledge, case studies, and interactive exercises. His training sessions are structured to encourage active participation and ensure that attendees gain hands-on experience in managing customer relations.

**Feedback:**

The Feedback was Excellent. Students learnt the skills of giving interview and writing mails effectively. Students rated the session on the basis of Relevance of the Topic, the context of Program, Quality of Content, Delivery of Content, Interest Generated by Speaker and the Overall Opinion about the Speaker. The rating from students were 4 out of 5. Overall, it was a excellent and useful session. Students were happy with the delivery and wanted more sessions from the speaker.

Prepared by:

  
Ms. Pooja Nalawade

EEP Coordinator

Verified by:

  
Dr. Jaysri Murali

Co-curricular Coordinator  
MBA@IICMR

Approved by:

  
Dr. Manisha Kulkarni

HOD, MBA@IICMR

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12/3/2023

### **Employability Enhancement Programme: Session 5 Customer Interaction Services Training- Online Mode Feedback Analysis**

The Feedback for the session was collected from the students through the Google Form. Below is the feedback analysis for the same.

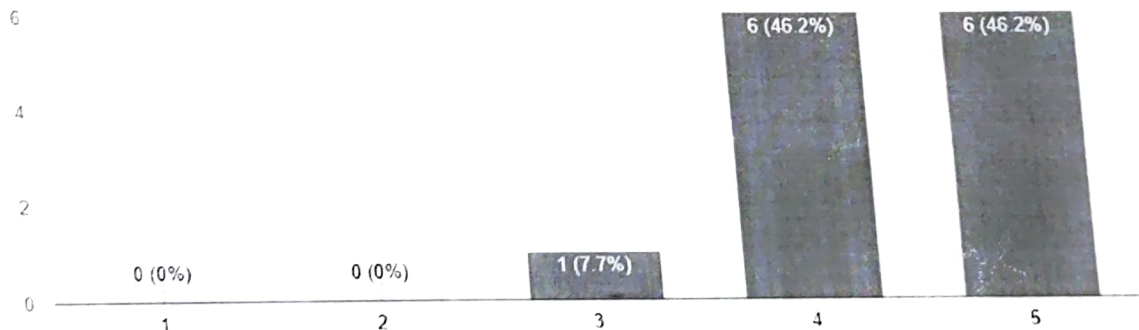
#### **Analysis of Responses:**

1. Need Improvement/Irrelevant
2. Not satisfied/somewhat irrelevant
3. Neither satisfied nor dissatisfied
4. Good/somewhat relevant
5. Excellent/Relevant

1. Faculty encourages students to ask questions and is approachable for discussion and advice

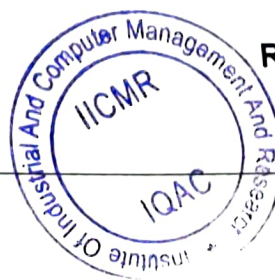
Copy chart

13 responses



#### **Interpretation:**

It is visible from the Graph that 46.2% students thought that Faculty(Trainer) encourages students to ask questions and is approachable for discussion and advice excellently. 46.2% students felt it was good.



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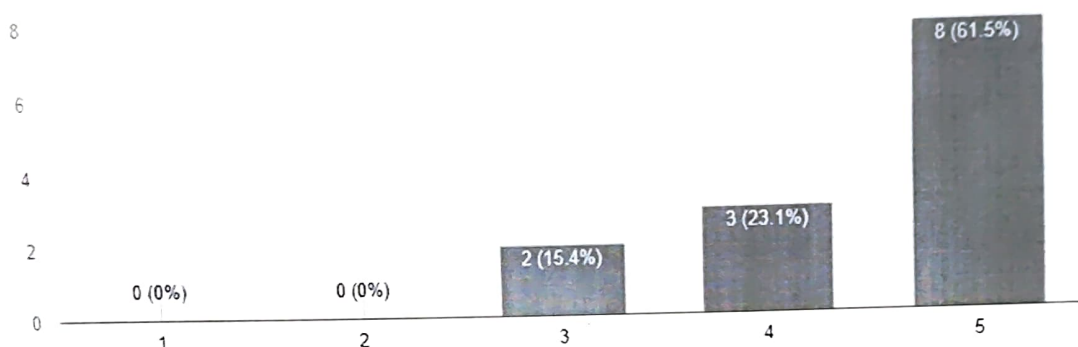
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2. Faculty created opportunities for experiential learning, participative learning and use of problem-solving methodologies

 Copy chart

13 responses



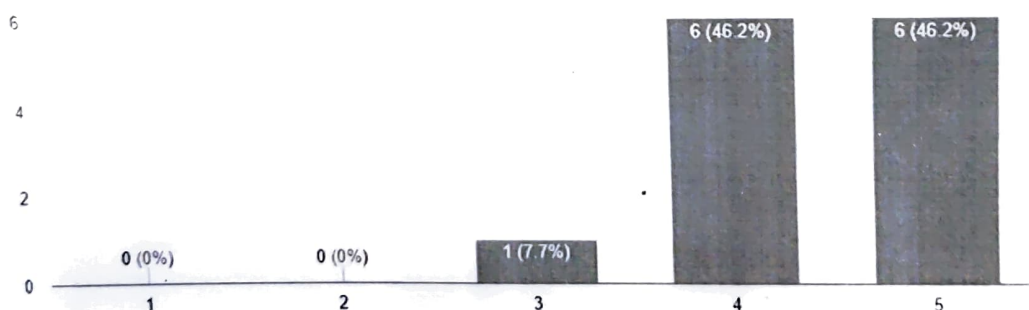
### Interpretation:

It is visible from the Graph that 61.5% students thought Faculty created opportunities for experiential learning, participative learning and use of problem-solving methodologies excellently. 23.1% students rated it as good.

3. EEP sessions were able to enhance the career awareness and sincerity in students

 Copy chart

13 responses



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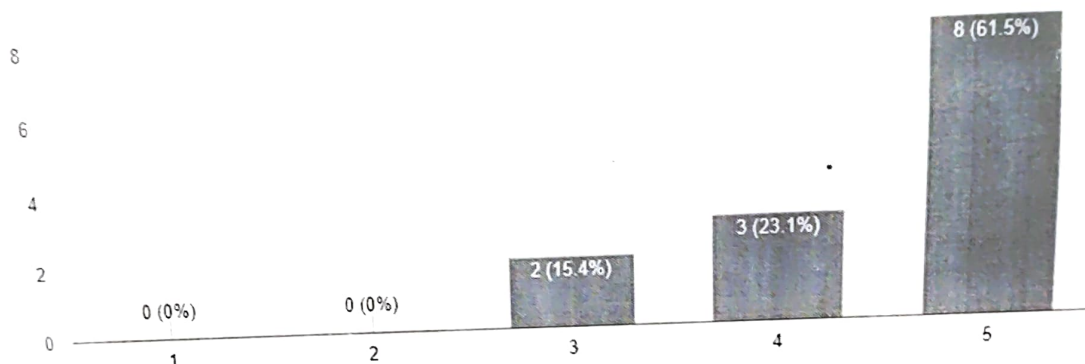
### Interpretation:

It is visible from the Graph that 46.2% students thought that EEP sessions were able to enhance the career awareness and sincerity in students excellently. 46.2% students rated is as good.

5. It has enhanced the different subject knowledge

Copy chart

13 responses



### Interpretation:

It is visible from the Graph that 61.5% students thought that it has enhanced the different subject knowledge excellently. 23.1% students rated is as good.

### Suggestions Received:

The students suggested that

1. More such sessions

Prepared by:

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