



Trainer One

Prahlad K Hanumanthaiah
CEO, STPL

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Prahlad has a Bachelor of Engineering degree in Computer Science & Engineering with distinction from University of Mysore.

He is a pioneer with 25 years of world class Information Technology (IT) experience. His IT and Services skills are honed at companies from UK, USA, Germany, Sweden, India, & Dubai.

The following is an indicative list of companies where he has demonstrated his CRM and professional capabilities.

IT Services Sector: IBM, CSC, Logica, Planetasia & Wipro Technologies

BFSI Sector: Albany Life, GuideOne Insurance, SunLife, Willis Group, Deutsche Bank, and Riyadh Bank

Manufacturing (High-Tech, Aerospace & Automobile) Sector: Cisco, AlliedSignal, British Aerospace, Ford, Hindustan Aeronautics Limited and Several Utility and Telecom Companies

His core capabilities are in Business Acquisition, Solution Crafting, High-end Training, Application Development, Test, Service Delivery & Management

In addition, he has reference level knowledge in Software Engineering techniques and quality systems like ISO, CMM and ITIL

Workshop on Customer Relationship Management (CRM)

By Step-up Technologies Private Limited (STPL)

(www.step-uptechnologies.com)

On Saturday, 18th August 2012 at Bangalore, Karnataka, India

About Step-up Technologies Private Limited

The Step-up Technologies Private Limited (STPL) is a new age IT company started in 2011 by pioneering senior consultants who have worked for Fortune Global 500 corporations and highly result-oriented entrepreneurs from diverse business domains to offer and fulfill industry innovative, sustainable, pragmatic and specialized Products, Training and Solutions. Unlike most IT services companies STPL believe education is the starting point for successful engagement and rewarding growth. STPL is working on a determinate growth objective that will make a difference to IT Industry and Academic Institutes.

What is this course about?

Every organization wants to provide a good customer service for getting continuous success, increasing profitability and increasing market share. This course is designed to discuss in detail about the importance of managing customer and its impact to business. The course would emphasize on customer service and what it takes for the organization to deliver a quality product or service that satisfies the needs of a customer.

Participants will learn the importance of setting the customer expectation right and managing them throughout, else they risk customer dissatisfaction or loose customer. Understanding different Types of customer and their behavior will help the participants to understand the do's and don'ts with a particular customer type. Also the program will cover the current status and trends of CRM market, tools available for better customer service.

Who should attend?

Executives, Senior Managers, Engagement Managers, Delivery Managers, Account Managers, Functional Managers, Program Managers, Project Managers, Onsite Co-coordinators, Team Leaders, Team Members, PMO Staff, QAs, HR and Support Function Staff, Marketing, Sales, and Pre-sales Staff.

Key Benefits

1. Understand customers better and improve sales for your organization
2. Gain essential skills to face customers confidently
3. Manage relationships for retaining customers and increasing revenue
4. Learn to enjoy working with Customers
5. High practical value that transforms the personality for a successful career

Program Agenda

Session-1	Understanding Customer
09:00 AM - 10:30 AM	Customer Definition
	Importance & Value of Customer
	Customer Expectations
Coffee/Tea Break: 10:30 AM - 11:00 AM	
Session-2	Customer Behavior
11:00 AM - 12:30 PM	Satisfied Vs Dis-satisfied Customers
	Customer Behavior Models
	Why Customers Leave?
Lunch Break: 12:30 PM - 01:30 PM	
Session-3	Customer Retention
01:30 PM - 03:00 PM	Customer Satisfaction & Best Practices
	Customer Retention Strategies
	CRM Tools & Latest Trends
Coffee/Tea Break: 03:00 PM - 03:30 PM	
Session-4	Exercises
03:30 PM - 05:00 P.M.	CRM Case Studies
	CRM Exercises
	Questions and Answers

Venue and Registration Details:

Date: Saturday, 18 August, 2012	Payment Options:
Time : 09:00 AM to 05:00 PM	Account Name: Step-up Technologies Private Limited,
Venue:	Bank Name: SBI Bank
Step-Up Technologies Private Limited,	Bank Account Number: 31901264303
1st Floor, Kale Gowda Complex,	Account Type : Current Account (CA)
Near Kottige Palya Bus-stop,	Beneficiary Bank Address:
Magadi Main Road, Bangalore - 560091	State Bank of India (13260), Gammamma Gardens, Malagala Main Road
Fee Details:	Nagarbhavi 2nd Stage, Bangalore - 560091
Rs. 7,000 per participant, includes Service Tax (Lunch, Tea/Coffee/Cookies will be served)	RTGS / NEFT / IFSC Code: SBIN0013260
Confirm your seats by emailing to enroll@step-uptechnologies.com	For any clarifications, please contact:
	Mrs. S. V. Ramyya
	Mobile: +91 9900049594
	Telephone: +91 80 23213416
	Email: ramyya.sv@step-uptechnologies.com.



Trainer Two

Prakash Raju
Head of Products,
STPL

prakash.r@step-uptechnologies.com

Prakash has a Bachelor of Engineering degree in Mechanical Engineering with first class from University of Mysore.

Prakash brings in more than 20 years of world class IT industry experience

His core skills includes, CRM, ERP, Database Administration (DBA) and Project delivery

He has demonstrated his CRM and professional capabilities in US and India by supporting engagements for USA Government bodies and companies like Hewitt Associates, JP Morgan, British Petroleum, Franklin Templeton, Cigna, Lehman Brothers, Wipro Technologies, Sonata Software, and Hindustan Aeronautics Limited.

He has mentored many professionals for career success.