



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE and Affiliated with GGSIP University, Delhi)

(An ISO 9001:2008 Certified Institution)

Guest Lecture on 'Customer Relationship Management'

EDP Cell, DIAS organized a session on "Customer Relationship Management". The guest invited for the same was Mr. Apoorv Ailawadi. The session took place on November 07 2015. He also talked about the common mistakes an organization makes when putting a relationship management system in place. The session explored the ins and outs of the customer relationship process and various technologies to help the process. A CRM system helps organisation build customer relationships and streamline processes, so they can increase sales, improve customer service, and increase profitability. Overall session was very informative and advantageous for the students.