



NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING (NITIE)
MUMBAI

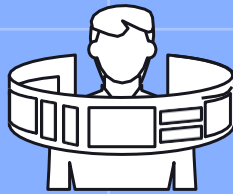
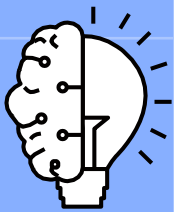
(An autonomous body under the Ministry of Education, Govt. of India)

Offers

Management Development Program (MDP)

on

AI/ML Driven Customer Relationship Management



23rd – 27th August, 2021

Duration: 15 hrs.

Participants: Professionals involved in customer relationship management and related functional areas

Delivery: Web based Sessions

Program Fee: Rs. 8,260 per participant (inclusive of taxes)

i.e. Rs. 7,000 (Program Fee) + Rs. 1,260 (18% GST)

The participants need to use the following link and reference code for online registration and payment of fees. Fees must be paid before the start date of the program.

Reference Code: 1 22 2 11

Payment Link: [Click here](#)

Register Here: [Click here](#)

About the Programme:

This programme aims to acclimatize the participants with the fundamental concepts of Artificial Intelligences/Machine Learning (AI/ML) for decision making in Multichannel customer relationship management (CRM). Customer relationship management (CRM) comprises a set of processes and enabling systems supporting a business strategy to build long term, profitable relationships with specific customers. Companies understand that AI/ML driven CRM has significant potential, but they face the challenge in implementation. The problems in CRM that require AI/ML approaches include customer segmentation, predicting customers' behaviour, churn, detecting fraudulent transactions, customer satisfaction, price optimization, Life Time Value of Customer etc.

NITIE faculty have been working on different domains of applications of artificial intelligence and machine learning and are actively involved in consulting and applied research projects in the area of Marketing, Multichannel CRM, Operations, Supply chain management, Finance, etc. The program is designed as the effective blend for application orientation with plenty of hand-on case exercises.

Topics to be covered:

This training program is designed for web-based learning with hands-on exercises for executives in managerial positions in any organization. The topics covered include the following:

- AI/ML applications in CRM
- Omni Channel and role of AI/ML in managing it
- Roadmap for the Implementation of Multichannel CRM
- Use cases in Pricing, CRM, and other Marketing activities
- AI/ML Algorithms
 - o Decision Tree
 - o Random Forest
 - o Market Basket Analysis
 - o RFM Technique
 - o k-Means Clustering
 - o k-Mode Clustering
 - o Hierarchical Clustering
- Cloud-based CRM

Programme Objectives:

Upon successful completion of this program, participants

- 1) will be familiarized with the concepts of AI and ML
- 2) will be able to formulate, solve and analyze complex CRM problems systematically
- 3) will be able to apply various AI and ML techniques in real life decision making, specifically in the context of CRM
- 4) will learn coding and solving the CRM problems in Python

Course Instructors:



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Pedagogy:

- Web-based Lectures/ Case Study
- Demonstration
- Hands on experience, group projects

For Further Details Contact

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