

**SRI VENKATESWARA COLLEGE OF ENGINEERING
PENNALUR, SRIPERUMBUDUR-602117
(An Autonomous Institution)**

Department of Information technology

REPORT ON CUSTOMER CENTRICITY TRANSFORMATION

Speaker:Mr. Selvaganesan Govindan, Director, Consulting, BFSI Mindtree Solutions

Date: 17.05.2021

Time: 9.30 AM

Objectives

- To know current scenario on Customer centricity transformation.
- To update knowledge about the latest methods in Customer centricity transformation and tools used.

About the programme

Customer expectations and demands are creating critical challenges—as well as opportunities—for employees across sales, services, support, and product functions.

To successfully ride this wave of change, companies need to continuously evaluate how digital disruption is changing customer behavior, rethink their customer engagement model to leverage disruptive technologies, and redesign employees' roles to form customer success (CS) capability that maximizes value for customers and enables an enhanced experience for them.

The everchanging technology landscape—currently shaped by technologies such as cloud computing, anything-as-a-service (XaaS), and the Internet of Things (including industrial IoT)—has solidified the need for businesses to adopt a customer-in mindset, shifting focus from selling a product to nourishing a customer relationship: understanding expectations and maximizing customer value from offerings.

Benefits

- Faculty and students were exposed to the importance of Customer centricity transformation
- They were exposed to idea on how Customer centricity transformation is applied in different fields.

Coordinators

Dr.V.M.Sivagami,Associate Professor/IT

Mr.V.Rajaram,AP/IT

SCREENSHOTS

The screenshot shows a Google Meet interface. At the top, the browser tabs include 'Fwd: Invitation for Protocol 23e...', 'Meet', and 'Inbox (9,510) - vmsiva@svce.ac.in'. The address bar shows 'meet.google.com/ige-rnos-rka'. The meeting header indicates 'Selvaganesh Govindan is presenting' and shows 156 participants. The main content area displays a slide titled 'Career choices in IT' with two columns of bullet points:

- Development
- Testing
- Data and Analytics
- PMO
- Business Development
- IT Consulting
- Business Consulting
- Infrastructure support
- Networking
- Cloud service architects
- Cyber Security
- Data Scientist
- Machine learning
- Automation
- AI & NLP
- UX Designers
- Block Chain
- IoT

The slide also features the Mindtree logo and the text 'Welcome to possible'. A 'Meeting details' bar at the bottom includes icons for mute, video, and chat, along with the text 'Raise hand', 'Turn on captions', and 'Selvaganesh Govindan is presenting'. The Windows taskbar at the bottom shows the time as 9:55 AM on 5/17/2021.

The screenshot shows a video player interface. The video title is 'IT department Symposium (2021-05-16 at 20:30 GMT-7)'. The main content is a presentation slide titled 'We are in a cusp of change...' with the following text and diagram:

Customer is Fulcrum Point

- New Normal - Disruption in business
- Newer business models - Work from Anywhere
- Integrated Digital Environment
- Newer challenges and problems
- Different strokes for different folks

The slide also includes the Mindtree logo and the text 'Welcome to possible'. The video player controls at the bottom show a progress bar at 16:27 / 1:17:15. The Windows taskbar at the bottom shows the time as 4:29 PM.