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ANIL NEERUKONDA INSTITUTE OF TECHNOLOGY & SCIENCES
 (UGC AUTONOMOUS)
 (Affiliated to AU, Approved by AICTE & Accredited by NBA & NAAC with 'A' Grade))
 Sangivalasa 531162, BheemunipatnamMandal, Visakhapatnam Dist



DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Date: 28/12/2019

CIRCULAR

This is to inform all the 3/4 B.Tech II semester CSE Students that, a Guest Lecture has been arranged on "BUILDING CUSTOMER RELATIONS IN IT INDUSTRY". Hence all the students are suggested to attend the session and get benefited.

Resource person:

1. Dr G. Hima Bindu, Sr. Proj Manager, Wipro Ltd.

Venue: Central Auditorium, Admin Block

Date: 30-12-2019

Timings: 10:30 AM-12:00 PM

Johns 29/12/2019
Co-ordinator
CSI Student Branch
 Dept. of Computer Science and Engineering
 Anil Neerukonda Institute of
 Technology and Sciences (Autonomous)
 Sangivalasa-531162, Bheemunipatnam Mandal,
 Visakhapatnam Dist.

Head of the Department of
 Computer Science and Engineering
HOD-CSE
 Anil Neerukonda Institute of
 Technology & S
 Sangivalasa, Visakhapatnam Dist

~~filed~~
 TO
 3/4 classroom and
 concerned faculty

sdeepthi
 30/12/19

Guest Lecture

Topic : Building customer relations in IT industry

Speaker : Hima Bindu

Mrs.Hima Bindu has been working as a senior project manager in Wipro Limited.



Team CSI welcoming guest of honor Mrs.Hima Bindu

The session started with a few queries related to IT industry and the way it works. Hima Bindu has given a brief introduction regarding the IT industry and its two major components I.e., IT services and business process outsourcing. Then she differentiated between the two components and explained about them individually. From simple shop bill, to railway ticket, electricity bill, to paying it everything is IT! . IT or Information technology deals with information - its storage, retrieval, usage, processing in relation to a business or similar enterprise or government. It is a complete system of information management using technology and computers and to communicate the same in controlled manner to authorized users appropriately.

[Signature]
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Mrs. Hima Bindu addressing the gathering

IT sector is considered a sub sector of Information and communication sector. It involves computer systems with Hardware, Software, Network, Infrastructure and associated other equipment. Today this also includes, electronics, telecom, internet, semi-conductors and e-commerce and more. Today from IT products, software, tools, its maintenance and support, consulting and more form part of IT industry. BPO or what is called as call center etc are also making big revenue in today's IT sector. In fact with the AI and mobile technology there are more and more applications and products coming under the IT sector to replace many manual and people dependent industries. IT is now a part and parcel of every industry even medical, education, food, hospitality are slowly getting actively involved with IT products and tools and services.

She further explained the role of customers and the importance of communication between the customer and the industry for the growth of industry. She told the most important sector in IT industry is Customer relationship management. She explained five important ways to improve customer relationship. The first step is "to communicate". Finding and understanding customer's problem and coming out the ideal solution gives a bigger satisfaction to the customer. The second step is "to exceed expectations". She took an example of a quicker delivery of a product than the scheduled time. This impresses the customer and impressed, happy customers make more visits. The third step is "to ask for feedback". Collecting feedback helps in the growth of industry. The fourth step is "to connect". Making use of advanced technologies and reaching out to customers as soon as possible is a crucial step. The final step is "to show appreciation". Good customers can be rewarded so that they become daily customers and we make them happy. Then the session ended with few other live examples and case studies on customer relationship management.

Handwritten signature
Head of the Department
Computer Science & Information Technology
Anna University, Chennai

ANIL NEERUKONDA INSTITUTE OF TECHNOLOGY AND SCIENCES (A)		
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GUEST LECTURE ON "BUILDING CUSTOMER RELATIONS IN IT INDUSTRY" 3-4 B. Tech CSE - A SEM - II HELD ON 30-12-2019.		
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317126510004	AKELLA SRI HARI NARAYANA	<i>Akella Sri Hari Narayana</i>
317126510005	AMULYA JYOTHI BOBBILI	<i>Amulya</i>
317126510006	BAVISETTY SAI SANDEEP	<i>B. Sandeep</i>
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317126510008	BODIREDDI SRI SAHITHI	<i>Bodireddi Sri Sahithi</i>
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317126510012	BURRI JEEVAN PRASANTH	
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317126510014	CHERUKURI NIVEDITHA	<i>C. Niveditha</i>
317126510015	DAMARASINGI MOUNIKA	<i>Damarasingi Mounika</i>
317126510016	DANDA VENKATA KOUSHIK	<i>D. V. K. Koushik</i>
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317126510018	GOGGALA ANAND VARDHAN	
317126510019	GORLE LAKSHMI VENKATA SRAVANI	<i>Sravani</i>
317126510020	GORLI SINDHU	<i>Sindhu</i>
317126510021	GOVADA ADITHYA	<i>G. Adithya</i>
317126510022	GUNDA VENKATA SAI PAVAN KUMAR	<i>G. Sai Pavan</i>
317126510023	GUNDU BHARGAV	<i>G. Bhargav</i>
317126510024	GUNTAKA YESHVANTH REDDY	<i>G. Yeshvanth Reddy</i>
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317126510028	KANTUMUTCHU SRINIVASA RAO	<i>K. Srinivasa Rao</i>
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317126510030	KASIBHATLA SRI PRAGNYA	<i>K. Pragnya</i>
317126510031	KOPPALA RAMAKRISHNA	<i>K. Rama Krishna</i>
317126510032	KOPPULA ROHIT KUMAR	<i>K. Rohit Kumar</i>
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318126510L06	G NIKHIL	Nikhil
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317126510080	KATTA VASANTHA RAYUDU	
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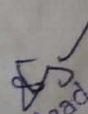
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317126510126	BOKKA SANDEEP	Sandeep
317126510127	BOLEM POORNA RAMA SATYA CHANDU	
317126510128	BONTHA V D K ANANTHA KISHORE K	B.V. Kishore
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317126510149	LALAM NIKHIL	L. Nikhil
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317126510158	POLAKI GOWTHAM	P Gowtham
317126510159	POTNURU RUSHITHA	Rushitha
317126510160	PRATYUSHA SURLA	Pratyusha
317126510161	RAYAVARAPU BHANU PRAVEEN	R. Bhanu Praveen
317126510162	SAKETE NIDHIN PRASAD	Nidhin Prasad
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317126510177	VANAPALLI SATISH	Satish
317126510178	VITHANALA YASWANTH SAI	Yaswanth
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317126510180	YEGIREDDY HARIKA	
318126510L25	ADDURI MARUTHI SIVA RAMA RAJU	
318126510L26	DASARI YOGINI	
318126510L27	RAYIPATI VIVEKANANDA	
318126510L29	ORUGANTI NAGA SANDEEP	Naga Sandeep
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