

Detailed report for each program Theme: Skill Development

1/19/2021

SIDTM Mail - Webinar - 25th July - Mr. Ameet Phadke



Acads Committee <acads@sidtm.edu.in>

Webinar - 25th July - Mr. Ameet Phadke

Acads Committee <acads@sidtm.edu.in>

Fri, Jul 24, 2020 at 10:36 AM

To: BATCH 2019-21 <batch1921@sidtm.edu.in>

Cc: "Giri Hallur (Dy Director, SIDTM)" <dydirector@sidtm.edu.in>

Bcc: AARUSH KAPILA <aarush.kapila1921@sidtm.edu.in>

Dear Batch,

Novel Coronavirus has changed things in all the sectors globally. Amidst this lockdown, it is important to know what can be done post-pandemic to create career opportunities. Keeping these points in mind a session has been organized for the batch 2019-2021.

Details of the session are:

Name of the speaker: Mr. Ameet Phadke [linkedin.com/in/ameet-phadke-4a077331](https://www.linkedin.com/in/ameet-phadke-4a077331)

Name of the company: Rebel Foods (Formerly Faasos)

Designation: Associate Vice President- Growth marketing at Rebel Foods

Name of the topic: Introduction to Customer Value Management (CVM)

Day & Date: Saturday, 25th July 2020

Time: 10:00 am - 11:30 am

Link for the session: meet.google.com/qzr-xtkh-ebc

Best Regards,

Academics Committee || Class of 2019-21

Symbiosis Institute of Digital and Telecom Management

(Constituent of Symbiosis International (Deemed University))

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SYMBIOSIS INSTITUTE OF DIGITAL AND TELECOM MANAGEMENT

Guest Lecture: 25th July 2020

Pre GL

- **Name:** Mr. Ameet Phadke
- **Organization:** Rebel Foods (Formerly Faasos)
- **Conducted By:** ACADS team
- **Purpose of GL:** To get the students familiarize with the concepts of Customer Value Management
- **Request came from:** ACADS team
- **LinkedIn profile link:** <https://www.linkedin.com/in/ameet-phadke-4a077331>
- **Topic:** Skill Development in Marketing with Introduction to CVM

Benefit to SIDTM:

Students got to learn and discuss about a fairly new concept encompassing Customer value management.

During GL

- **Notes/Summary of Guest Lecture by:**
Name of Guest: Mr. Ameet Phadke
Designation: Associate Vice President- Growth marketing at Rebel Foods
Date: 25th July 2020

During the session:

The session began with a brief introduction to customer value management (CVM). CVM is defined as a field of marketing that deals with maximizing Customer's lifetime value by application of analytics, pricing, language engineering and cost-effective communication strategies. He discussed the importance of CVM stating that it is extremely useful in customer retention and gaining customer loyalty. As no business can afford to be Off-Line only business, online business can be related to having more customer data, knowing customer behaviour, getting a chance to tailor experiences and ability to turn a customer to a loyal customer.

CVM entails to the following aspects:

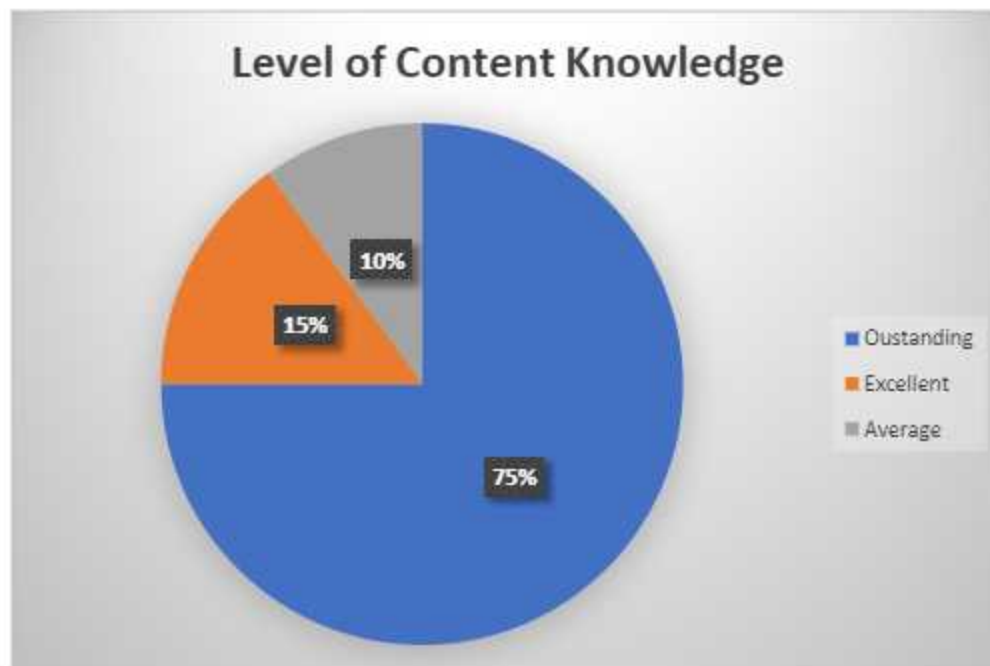
- Customer Segmentation
- Pricing (Personalized)
- Communication Strategies
- Campaign Evaluation
- Optimization

In order to establish a robust customer value management, it is important to have the right tools:

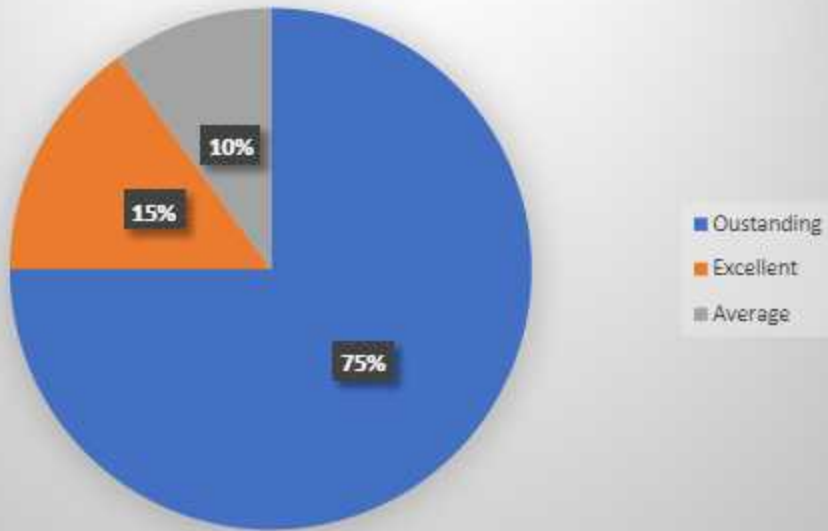
1. Customer Segmentation: Using various methods like rule-based frameworks, heuristics, propensity-based models.
2. Product-Market fit: Finding the right products for the right markets through qualitative and quantitative research and customer testing.
3. Marketing automation tools: Deploying tools for multi-channel orchestration of campaigns.
4. Reporting and Visualization: Generating relevant reports and visualization to aid decisions.

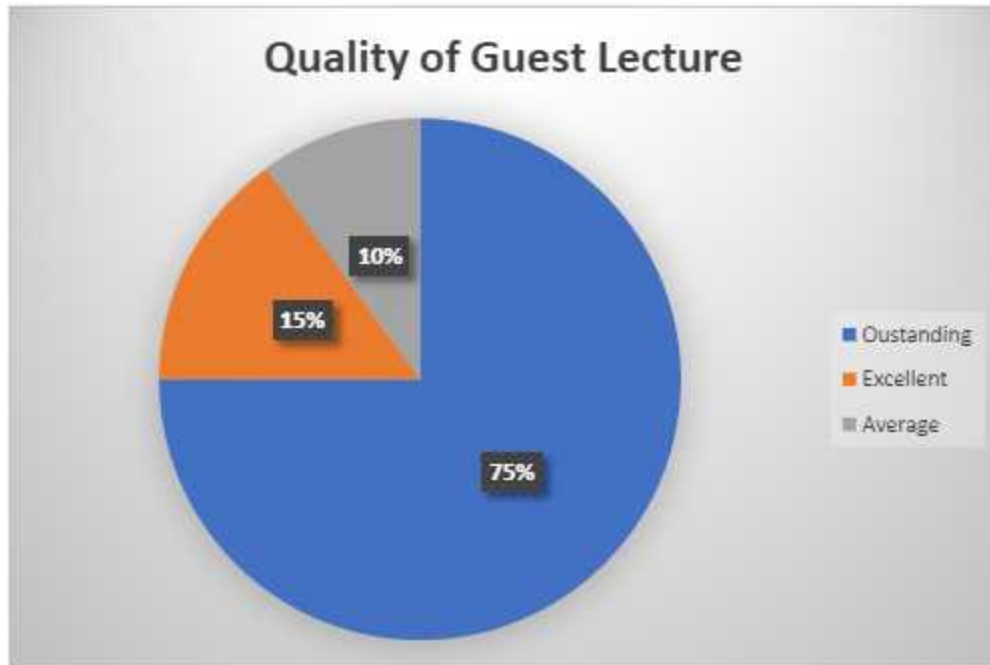
Sir also helped the students understand the KPIs which influence customer value management. They are customer lifetime value, Transaction value/ARPU, churn control, up-sell and cross-sell. He substantiated the concept with help of case studies which helped the students to understand the basics of CVM with more clarity. The session ended with a question-answer session where students interacted with Sir to clarify their doubts.

Feedback from Students:



Speed of Delivery of GL





Feedback from some Students:

The session was very informative and engaging. Sir explained the CVM using simple terms, which helped us to grasp the concept very easily.

Saurabh Vartak

(Batch 2019-2021)

A truly insightful session where we could learn about Customer Value Management. The case studies really helped to understand the practical application of this concept and gave us an overview of how businesses today use CVM.

Armin Bodhanwala

(Batch 2019-21)

Screenshots of the session:

Introduction to CVM (Customer Value Management) | Definition

• *field of Marketing that deals with maximizing Customers' lifetime value by application of Analytics, Pricing, Language Engineering and Cost Effective Communication Strategies"*

Mostly Below-the-Line Communication

th

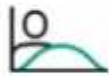
Maximizing Every Step in Customer's Journey

a

Pricing, Bid for Customer

Introduction to CVM (Customer Value Management) | Definition

Introduction to CVM (Customer Value Management) | Influenced KPIs



Customer life Time Value

-+
[ID]

Transaction Value/ARPU



Churn Control



Up-Sell

,t/-c

00

Cross-Sell

Introduction to CVM (Customer Value Management) | Influenced KPIs



Introduction to CVM (Customer Value Management) | Influenced KPIs

M

1. MANAGE CUSTOMER
2. CUSTOMER SEGMENT

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3. MANAGE CUSTOMER

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3. CUSTOMER SEGMENT

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3. CUSTOMER SEGMENT

III

3. CUSTOMER SEGMENT

Photographs

The screenshot shows a Zoom meeting interface. At the top, it says "arnet phadke is presenting" and "HIMA LEENA and 11 more". The slide title is "Customer Value Management | Definition". The main content of the slide is a quote: "A field of Marketing that deals with maximizing Customers' lifetime value by application of Analytics, Pricing, Language Engineering and Cost Effective Communication Strategies". Below the quote are three icons with text: "Mostly Below-the-Line Communications*", "Managing Every Stage of Customers' Journey", and "Personalized to a Customer". The Zoom sidebar on the right shows participants: TARIK HAZRATI, VINITA MALIYA, ANJALI SHANKER, DEBATHY PRASAD, and arnet phadke. The bottom of the screen shows the Zoom control bar with a "Part in control" indicator.

Screen Shots of Online Session

The screenshot shows a Zoom meeting interface. At the top, it says "arnet phadke is presenting" and "SHUBHAM MITT... and 124 more". The slide title is "Customer Value Management | Influenced KPIs". The slide displays five KPIs with icons: "Customer Life Time Value" (line graph icon), "Transaction Value/ARPU" (dollar sign in a box with arrows), "Churn Control" (person with circular arrow icon), "Up-Sell" (green circle with upward arrow and dollar sign), and "Cross-Sell" (shopping cart with arrows). The Zoom sidebar on the right shows participants: MANSAB THAKRAL, NISWANT SHEKHAR, ANJALI SHANKER, DEBATHY PRASAD, and arnet phadke. The bottom of the screen shows the Zoom control bar with a "Part in control" indicator.

Screen Shots of Online Session

Title of the workshops/seminars conducted

Skill Development in Marketing with Introduction to CVM

Details of the resource persons

Details of the Resource Person: Mr. Ameet Phadke

- Name: Mr. Ameet Phadke
- Organization: Rebel Foods (Formerly Faasos)
- Conducted By: ACADS team
- Purpose of GL: To get the students familiarize with the concepts of Customer Value Management
- Request came from: ACADS team
- LinkedIn profile link: <https://www.linkedin.com/in/ameet-phadke-4a077331>
- Topic: Introduction to Customer Value Management (CVM)

Bio of the Resource Person:

Mr. Ameet Phadke is currently the Associate Vice President at Growth Marketing. He has also served in the roles of Senior Manager - CVM, Principal Consultant in the different organizations throughout his journey. He has experience in Growth Marketing ,Customer Lifecycle Management,Analytics , Product Management , Pricing and Consulting. As a Senior Manager he owned all CVM activities for the Postpay and Fixed Line business within the Consumer Business Unit and set up First-Ever 5G Home Broadband Cross-Sales Channel. He has engaged in numerous encounters with clients and identified quantifiable opportunities through detailed structured and unstructured analytics and statistical models as a principal consultant at Positive Integers. As a senior manager he was responsible for migrating all segmented prepaid product portfolios across voice and data as per the micro segment definitions agreed upon nationally.

