



Report on
Round Table Discussion on
"Best Practices in Customer Satisfaction"
Tuesday, 22nd May 2018 at Hotel Hilton, Guindy, Chennai

FICCI organized the Round Table Discussion on Best Practices in Customer Satisfaction wherein more than 30 senior representatives from various industries participated in the round table discussion.

Thiru. Kumar Jayant I.A.S., Principal Secretary, Co-operation, Food and Consumer Protection Department, Government of Tamil Nadu was the Chief Guest, while his inaugural address, he asked companies to 'delight' the customers by providing them with sundry services that gives value addition to the products and customer satisfaction. Further he took out customer focus, execution, cultural knowledge, simplicity in structure as the most important areas for transforming business. According to him, knowledge, innovation and leadership are the secondary domains towards a perfect recipe of sustained business success.

Mr. Bejon Misra, Consumer Expert & Managing Director & Trustee, Consumer Online Foundation said that prompt redressal of customer grievances is an important aspect of customer satisfaction, which comes from partnership of customer, organisation, industry associations and government.

Mr Hem Pande, Former Secretary, Consumer Affairs, Ministry of Consumer Affairs, Public Distribution, Govt. of India said that consumer courts and lots of pending cases are proof that we have essentially failed in delivering satisfaction to customers.

Ms. Kavitha Dutt, Co-Chairman, FICCI Tamil Nadu State Council, while giving the welcome address and said that customer loyalty is paramount for survival of an organisation. She also said that dramatic changes in technology have opened up new ways to connect to customers.

After the Inaugural Session, the distinguished speakers include **Mr Rajat Banerji**, Secretary, Indian Direct Selling Association (IDSA) (Moderator), **Mr. Kowshik Bhattacharjee**, Senior General Manager, Apollo Hospitals, **Mr Rajaram Venkataraman**, CEO, Veltech TBI and Founder and CEO, Navya Insights, **Mr. J Jayaseelan**, Chairman, Sanmina Innopharm, **Mrs. Nirmala Desikan**, Chairman and Managing Trustee, Journalist and Consumer Activist, Consumer Association of India, **Mr Vijay Kapoor**, Managing Director, Derby Clothing shared their best practices on Consumer Satisfaction

Mr Ruban Hobday, Head, FICCI TNSC proposed the vote of thanks