



GOA INSTITUTE
OF MANAGEMENT
PORIEM, SATTARI, GOA



3-Day MDP on

LEVERAGING AI IN CUSTOMER EXPERIENCE MANAGEMENT



24th - 26th June 2026



GIM Campus, Goa



Programme Introduction

Understanding customer behaviour and their journey is key in the global competitive landscape. Customer Experience is the fulcrum of sales and marketing in the current digital world. MSMEs are poised for digital transformation; however, they have limited resources and niche requirements.

Automating manual tasks with AI can help MSMEs overcome budgetary and manpower constraints. This program will help in using the traditional knowledge of MSMEs by integrating it with no-code AI tools to enhance the customer experience.

Programme Objectives

- To develop a strong understanding of customer experience and the experience economy
- To explore how AI can be applied in sales and marketing functions
- To enable participants to design and deliver impactful customer journeys
- To introduce cost-effective automation tools suitable for MSMEs
- To build capabilities for sustaining and enhancing customer engagement



Who Should Attend

- Mid-level professionals in Sales and Marketing
- Executives working in MSMEs
- Managers involved in customer engagement, branding, and digital initiatives
- Professionals looking to leverage AI for business efficiency and growth



Programme Content



Understanding Consumers and the Experience Economy

- Customer behaviour and evolving expectations
- Mapping AI customer journeys
- Experience as competitive differentiator



Designing Customer Experiences

- Elements of a memorable customer experience
- Personalization using AI
- Enhancing touchpoints across the journey



Sustaining Customer Relationships

- Text analysis and customer sentiment understanding
- Using AI for feedback and insights



Branding, Pricing & Monetization

- Automation and reducing costs with AI
- Linking experience to brand value



Automation & Efficiency

- Automating customer support using AI tools
- Reducing costs by streamlining processes



Designing AI Elements of a Delightful Experience

- Automating customer support using AI tools
- Streamlining processes to reduce costs
- Improving responsiveness and scalability

Pedagogy

Application-oriented approach combining:

- Case studies
- Interactive discussions
- Hands-on exercises with AI tools
- Practical applications

Key Takeaways

- Ability to understand, design and manage customer journeys
- Practical understanding of AI applications in marketing
- Automating sales and marketing processes using AI
- Ease of doing business using AI



Programme Details

Duration: **3 Days**

Schedule: **24th – 26th June 2026**

Venue: **Goa Institute of Management
Campus, Sanquelim**

Programme Fee

3-Day Programme Fee: **₹ 25,000**
(Inclusive of GST and meals)

Campus Accommodation (Optional)

Twin Sharing:
₹2,500+ GST per day

Single Occupancy:
₹4,000+ GST per day

Profile of the Resource Persons



Prof. Shantanu Prasad

Qualification: **PhD in Marketing, MBA (Marketing)**

Experience: **22 Years**

Prof. Shantanu Prasad is Associate Professor and Area Chairperson (HOD) of Marketing Department of GIM. His total work experience is 22 years, both in industry and academics together. He does consultancy, trains and teaches Marketing Analytics & Gen AI, Brand Management and Marketing Management to post-graduate students and working executives.

His area of research interest is Marketing Analytics, Social Media Marketing and Digital marketing. His research publications are in journals like International Journal of Retail and Distribution Management, Marketing Intelligence and Planning, Journal of Marketing Communications, Asia Pacific Journal of Business Administration etc.

Prof. Aishwarya Ramesh

Qualification: **PhD in Marketing, M.S (By Research)**

Experience: **2 Years**



Prof. Aishwarya Ramesh is an Assistant Professor in the Marketing area of GIM. She holds a Ph.D. from the Department of Management Studies, Indian Institute of Technology Madras. Before joining GIM, she was working as a research principal at Gartner India Research and Advisory.

Her research work broadly in the area of AI in Marketing with emphasis on user experience and design for customer facing AI. Aishwarya has worked extensively in the survey methodology during her initial research career, and is currently focusing on experimental design. During her PhD, she also received a research grant to work on a project to develop a chatbot for domestic violence victims in India. Her teaching interests include Research Methodology, Market Research, Product Management, Digital Marketing, and AI for Marketing.



Prof. Vishwas Raichur

Qualification: **PhD in Marketing, MBA**

Experience: **8 Years**

Dr. Vishwas Raichur is an Assistant Professor at the Goa Institute of Management. He holds a Ph.D. from the Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay. He also holds a B.E. in Mechanical Engineering and an M.B.A. He has over eight years of diverse experience in academia and industry. Previously, he has taught at the School of Business Management, SVKM's NMIMS Deemed-to-be-University, Mumbai. He has worked in industry as a sales and marketing professional with a focus on B2B and technology sales.

His research interests span consumer brand relationships, online brand communities, customer engagement, and digital customer experience. His teaching interests include marketing management, customer experience and relationship management, strategic marketing, and qualitative marketing research.



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