MERI organizes Marketing seminar Mercadeo Cresta on “Marketing in a Technology Driven World” on Saturday, 15th Feb, 2014

About The seminar

Today’s world is a technology driven world and technology has emerged as a vital resource as well as headache for Business firms. On one hand technology has helped marketers to better understand customer expectations, customize their offerings, enable the customers to participate in product/service creation process, creation of memorable experiences for customers, recover from product or service failures, changing the way customers interact with firms to create outcomes independent of direct employee involvement as in case of Technologies like ATMs, automated hotel check outs, self scanning etc., Streamlined the Supply chain along with Enhanced reach to customer in cost effective manner.

However on other hand Technology has posed many hurdles which need to be crossed. As customers are replacing employees, their inability to use technology efficiently is putting a question mark on firm’s productivity. Besides, Technology has created more informed customer with changing expectations and firms are struggling to manage such customer. The human Relationship bonds which are the backbone of marketing are getting weaker and organisations are finding hard to retain customers for long term sustainability.

Keeping this in view Management Education & Research Institute (MERI) is organizing Marketing seminar Mercadeo Cresta on “Marketing in a Technology Driven World” on Saturday, 15th Feb, 2014

Objective of Seminar

The Seminar aims to gather industry practitioners and experts who will share their views on varied issues of customer expectations with technology, customer engagement, technological trends, best practices, Managing processes.