



**SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES
UNIVERSITY OF DELHI**

NAME OF THE ACTIVITY: Alumni Webinar Series			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATORNAME
24 th September 2020	Dr. Amit Kumar	Alumni Relation and Outreach Cell	Priyansh Bachani (2nd Year)
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
5 PM to 6 PM	Google Meet	58	Indoor
SUPPORT/ASSISTANCE	-		

BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. -):

TOPIC/SUBJECT OF THE ACTIVITY	Customer Experience: A New Battlefield by Saumya Chopra
OBJECTIVES	Provide students a holistic understanding of the Customer Experience, its application and relevance in today's corporate world. Teach students Customer experience is the new battlefield, Tackling challenges and incorporating micro-moments into the marketing strategy is set to strengthen the customer experience..
METHODOLOGY	The webinar was conducted on Google Meet. A short meeting was conducted with Samuya regarding the webinar. The webinar started with the introduction of alumni and continued with the presentation prepared by the alumni. All queries of participants where taken up by the alumni.
OUTCOMES	Received participation of 58 students and several requests for the recording.

The poster is for an Alumni Webinar Series event. It features the logos of the University of Delhi and AACSB. The text reads: 'Alumni Relations and Outreach Cell invites MS. SAUMYA CHOPRA for a session on Customer Experience: A New Battlefield'. It also includes the date 'Date: 24th September 2020', time 'Time: 5 PM', and mode 'Mode: Google Meet'. A circular photo of Ms. Saumya Chopra is shown, with her title 'Senior Manager Cars24 SSCBS Batch of 2013' below it. The bottom of the poster states 'An Initiative by IQAC | AWS# 29'.