

## DETAILED PROGRAM SCHEDULE

### LIVE PROGRAM: REAL ESTATE CUSTOMER CENTRICITY – 20<sup>th</sup> MARCH 2018

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The real estate industry has undergone a tectonic shift in the way it operates. RERA has created a necessity to put the customer into focus along with timely and high quality delivery. Real Estate Organisations now need to know how to best manage the customers in an effective manner looking at converting them into their brand ambassadors. Proper communication, clarity and documentation at every level (not just client facing roles) is necessary for the entire organization to understand and work towards customer centricity

A key differentiator that will make your real estate business stand out from the rest is having your customer as your 'Brand Evangelist'. If the 'We care About You' message resounds within and throughout your organization, positively affecting your customer at all touch points, they will remain loyal advocates of your business.

**The Real Estate Management Institute – REMI**, launches a unique **Live Program on Customer Centricity in Real Estate**, a 5 week program designed specially to create a holistic understanding of what customer centricity entails and its benefits and applicability to the real estate industry. This program will be 100% live and can be accessed from anywhere. The course will include case discussions, individual and group assignments, Q & A's and sessions which will provide a comprehensive exposure to the attendees. Industry experts will interact, faculty will deliver lectures and the attendees will collaborate in real time and will be marked for their attendance and engagement during the course.

## KEY FEATURES

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### PROGRAM HIGHLIGHTS:

- Contemporary content in the area of customer centricity
- Online Group work and submissions and Action learning project – specific to each participant’s job context
- Customer centric case studies which will highlight the course content.
- Concepts and interactive discussions led by faculty
- Experience sharing by industry professionals and participants

### SESSION TIMINGS:

#### Conducted twice a week

- Tuesdays 8:00 p.m. to 10:00 p.m.
- Saturdays 2:00 p.m. to 4:00 p.m.

### DELIVERY:

The session will be conducted in a **2 way interactive and real time DIGITAL** Platform with LIVE Audio and Video Streaming. No special training or IT infra is needed by any participant, beyond what he/she already has.

### ELIGIBILITY:

- Executives working in Real Estate Industry in such areas as sales, marketing and customer service
- Senior managers of Real Estate companies responsible for developing strategy, management of brand and customer relationship management
- Sales and marketing professionals and faculty members interested to know about customer centricity
- Real estate entrepreneurs and developers

## ASSESSMENT AND CERTIFICATION

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### **MULTI-ELEMENT ASSESSMENT:**

#### **Multi-element Evaluation and Grading based on 4 parameters viz.:**

- Regularity of attendance and 2 way interactive sessions
- Number and quality of questions asked during faculty conducted sessions
- Action Learning Project
- Performance at program-end online examinations (open book)

### **CERTIFICATE AND GRADES:**

The certificates will be issued by The Real Estate Management Institute (REMI) and The Strategy Academy Centre for Advanced Studies (TSACAS)

### **FEE:**

Rs.25, 000/- inclusive of tax

For existing REMI students or REMI alumni: Rs.20, 000/- inclusive of tax

**MINIMUM BATCH SIZE:** 20 participants

### **RECORDING OF FACULTY CONDUCTED SESSIONS:**

To be made available for 4 weeks after the last formal session conducted by faculty

## CONTENT

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The Real Estate Customer Centricity Certification is a 20 hour program spread over 5 weeks, with each session for 2 hours- twice a week. The program covers the following modules:

- Understanding Customers - A Fresh Perspective
- The Importance of Customer Centricity in Real Estate
- Managing for value – Value To Customer (VTC) and Value Of Customer (VOC)
- Understanding customer centricity
- Using customer complaints to develop a customer centric approach to selling
- Customer centric approach to innovation
- Concept of Net Promoter System – Rationale and Ways to implement it
- Customer Centricity in the digital era
- Professional selling – A Customer Centric Approach
- Re-organizing around customers
- Building and Maintaining a Customer Centric Culture

*“The changing regulatory framework necessitates a complete overhaul in strategy, putting the customer at the very heart of the real estate business. This is the era of customer centricity and there is a movement focusing away from the product and towards meeting the customer’s needs and expectations. The unique Real Estate Customer Centricity Certification curated for real estate, is a wonderful program that provides participants with the tools, frameworks and an understanding on building and managing a customer centric organization.”*

- **Shubika Bilkha**  
**Business Head, The Real Estate Management Institute (REMI)**

**PROGRAM DIRECTOR:**

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**Prof. Ranjan Das,  
Professor of Strategy, Innovation, Entrepreneurship and Leadership**



Prof Das has a total of 43 years experience comprising 20 years in industry during which Prof Das had held such senior positions as General Manager of an MNC and Managing Director of a Joint Sector Company in India

23 years in teaching, training, research and consulting as a Professor of Strategic Management at IIM Calcutta (since 1994)

10 years, beginning January 2008 and overlapping with the assignment with IIM Calcutta as an Academic and Social Entrepreneur engaged in setting up India's FIRST and only one 100% LIVE DIGITAL Academy named The Strategy Academy (TSA)

Prof Das has experience of working with several business schools such as IIM Calcutta (1994 onwards), The Strategy Academy (2008 onwards), IIM Ranchi (Visiting: 2014-15), IIM Trichy (Visiting: 2014-17), UPH University- Jakarta (Visiting:2014-17), Indian School of Business, Hyderabad [Visiting: 2008-09], Hong Kong University of Science and Technology, Hong Kong (Visiting: 2005-06), and Haigazian College, Beirut, Lebanon (Visiting: 1979-80)

Prof Das has written 6 books and published several articles and cases.

**PROGRAM DIRECTOR:**

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**Maria Coelho,  
Academic Head – The Real Estate Management Institute (REMI)**



Maria Coelho is the Academic Head of The Real Estate Management Institute – REMI, a leading provider of real estate education in India. REMI provides certification programs, executive courses and customized training workshops specifically designed for the Real Estate industry. REMI has been established with a vision to ‘Skill India to Build India’ and since its inception has **trained over 2000+ people, partnered with 250+ corporates and expanded its network with over 170+ real estate visiting experts.**

Maria Coelho has a practical hands-on background in International and Indian real estate having worked in multiple roles in Dubai, UAE and Mumbai, India.

Her experience includes Property Management (The Intercontinental, Dubai- Apartments & Commercial), Leasing – Heading Commercial Teams (Office, Retail & Warehousing), Operations – Short Term Residential, Facility Management and Client Management – all within the real estate industry. She has been in charge of Learning and Development in her various roles. Her expertise lies in content development and training for Corporates and Individuals.

Maria is a Graduate in Humanities, a Certified Project Management Professional (PMP -2008-2011), a Post Graduate Diploma in Advertising & PR and a Certified Instructor for IREM’s Marketing for Office & Retail Program.

Her interests lie in photography, music, drama and mass media.



The Real Estate Management Institute – REMI is a leading institute that provides certification programs, executive courses and customized training workshops for the real estate sector delivered by renowned industry experts. REMI offers an international curriculum that trains students and professionals in global best practices through its collaboration with **The Institute of Real Estate Management (IREM®), USA** and **The Project Management Institute (PMI), Mumbai** at our centers in Mumbai and Ahmedabad.

REMI is also the Preferred Education Partner of CREDAI – MCHI and Knowledge Partner of Practising Engineers Architects & Town Planners Association (PEATA). REMI offers programs in Gujarat through the collaboration with Ganpat University.

REMI has also recently received the **Lokmat Corporate Excellence Award for ‘The Best Vocational Training Institute for Real Estate Management’ (2015-16)** and the **Brands Academy Award for ‘Emerging Institute of the Year for Real Estate Courses (Mumbai, 2015-16)’**

### REMI HIGHLIGHTS

 <p><b>Trained 2000+</b> People in 2 years</p>	 <p><b>250+ Corporate</b> Associations</p>	 <p><b>170+ Affiliated</b> Visiting Experts</p>	 <p><b>Offers 30+ Real</b> Estate Programs</p>	 <p><b>100% Placement</b> Record</p>
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### INDUSTRY ASSOCIATIONS

<p>Knowledge Partner</p> 	<p>A Member of</p> 	<p>Collaboration with</p> <p>International curriculum in collaboration with</p> 	<p>Preferred Education Partner</p> 		<p>Knowledge Partner</p>  <p>FOUNDED IN 1965</p>	<p>Collaboration with</p> 	<p>AWARDS</p>  
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