

Report for Seminar on CRM TECHNOLOGIES

Conducted on 03-November 2023

**Organized by School of Computer, Information and Mathematical Sciences (SCIMS),
Department of Computer Applications**

Conveners

1. Dr. Sharmila Sankar, Dean, SCIMS
2. Dr.S.Pakkir Mohideen, HoD/CA

Coordinators

1. Dr.N.Ayyanathan
2. Dr.A.Jahir Husain, AP / CA
3. Mr. G.David Raj

Seminar on **CRM Technologies** was held on 03rd November, 2023, during 02.30 **pm** to **04.00 pm**. The Department of Computer Applications, School of Computer, Information and Mathematical Sciences organized the event.

The Resource person of this webinar was, Mr. G.Abhilash Krishnan Lead-Product Training, LeadSquared, Bangalore.

The report discusses about the following aspects of the programme:

Introduction

- ❖ On November 3rd, 2023, the Department of Computer Applications organized a seminar on “CRM-Technologies”
- ❖ TheSeminar was conducted by as Mr. G.Abhilash Krishnan Lead-Product Training, LeadSquared, Bangalore as a resource person.
- ❖ The webinar was attended by final year MCA students and faculty members of the department.

Key Takeaways

The seminar focused on the following key takeaways:

- ❖ Understanding the insights of CRM technologies.
- ❖ Key ideas about latest trends, innovations, and challenges
- ❖ Shared the case studies and success stories, providing valuable insights for the aspiring MCA students.

Presentation and Delivery

- ❖ The presentation and delivery of the seminar were well-organized and informative.
- ❖ Mr. G. Abhilsh Krishnan presented the topics in a clear and concise manner.
- ❖ He started with the fundamental concepts of CRM with its applications.
- ❖ He covered the domains latest trends and future scope of CRM
- ❖ The seminar was started with the presidential address by the Head of the department Dr.S.Pakkir Mohideen.
- ❖ He emphasized the role of CRM technologies in shaping the career of MCA students.
- ❖ Mr. M. Parvez Alam Executive Director, CIIC provided a special address, shedding light on the practical applications of CRM technologies in various industries.
- ❖ He shared insights into the real-world challenges and opportunities that MCA students might encounter in their future careers related to CRM.


Audience Engagement

- ❖ The seminar was well-received by the audience, and they actively participated by asking questions and clarifying doubts.
- ❖ The resource person encouraged the audience to ask questions and provided detailed answers to each one.

Conclusion


- ❖ In conclusion, the seminar on “CRM-Technologies” was informative and insightful.
- ❖ The speaker provided a comprehensive overview of CRM-Technologies, its application domain and its future trends
- ❖ Overall, it was an inspiring experience for everyone who attended the seminar.

The Brochure highlighting the necessary information about the seminar on “CRM-Technologies was designed and circulated. The Brochure is displayed below:


Crescent
Institute of Science & Technology
Managed by Crescent Education Trust, Bangalore, India

Department of Computer Applications

In association with



Computer Society of India, Chennai Chapter

&

Data Centre -BSACIST
Organizes a
Seminar
on
CRM-Technologies

Dr. S.Pakkir Mohideen
Professor & HOD Department of Computer Application
Presides

Mr. M. Parvez Alam
Executive Director- CII
Felicitates



Keynote Speaker
Mr. G. Abhilash Krishnan
Lead - Product Training, LeadSquared. Bengaluru

Date: 03/11/2023 Venue: Seminar Hall-CSB at 2.00 - 4.00 PM

Convenors
Dr. Sharmila Sankar
Professor & Dean SCIMS
Dr. S.Pakkir Mohideen - CA

Organizing Secretary
Dr. N.Ayyanathan
Professor & Director (Data Centre)
Faculty Coordinators
Dr. A.Jahir Husain
Mr. G David Raj

Attached are some pictures of the webinar, showcasing the engaged audience and the speaker's presentation slides.



