



Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune

Guest Lecture Report

Mr. Pardha Sardhi Komanduri

**“Kon Quest Session on Impact of Customer 360: A Marketer’s
Perspective”**

December 06, 2020

INTRODUCTION

On December 06, 2020, Corporate Interaction Cell (CIC) in collaboration with 7PM – The Marketing Club under the KonQuest series conducted a session from 3:00 PM to 4:30 PM which was taken by Mr. Pardha Sardhi K on Impact of Customer 360, under Customer Relationship Management course to share his knowledge and understanding on how Salesforce software can assist and simplify a marketer and salesperson job and benefit them with measurable and visible growth in terms of business opportunities and factors contributing in success or failure of the campaign. The guest lecture gave an in-depth knowledge about CRM and elements of digital marketing which is widely prevalent in the current scenario and also enabled the students a better understanding of the world's number 1 CRM solution company Salesforce and its platform that has enabled organizations to revamp their CRM strategies and use for efficient & effective tools that show a tangible effect on the organizations bottom line by leveraging technology to boost sales

KonQuest
e-Guest Lecture

Impact of Customer 360:
A Marketer's Perspective

Date - 6th December 2020
Time - 3:00PM - 4:30PM

Mr. Pardha Sardhi K
Salesforce Consultant & Evangelist

SIBM HYDERABAD | CIC | Symbiosis Golden Jubilee 1971-2021 | Platform - Microsoft Teams

Poster for the session

Guest Profile

Mr. Pardha Sardhi K is a Salesforce Consultant with 10 years of experience in IT. He has worked in Support and Consultant roles and he specializes as a Salesforce (CRM) Consultant, He has gained knowledge of Management through his vast experience and education. He is an alumnus of IIM Kozhikode, with an MBA degree in Marketing and Operations.



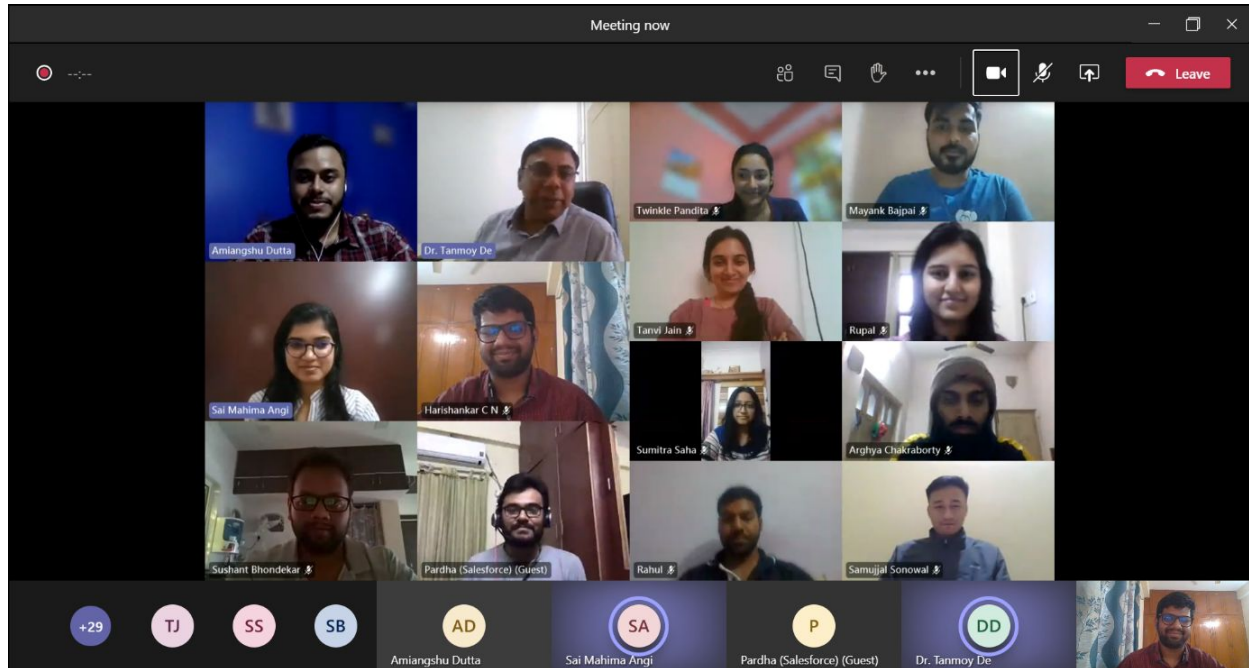
Mr. Pardha Sadhi, Consultant and Evangelist Salesforce

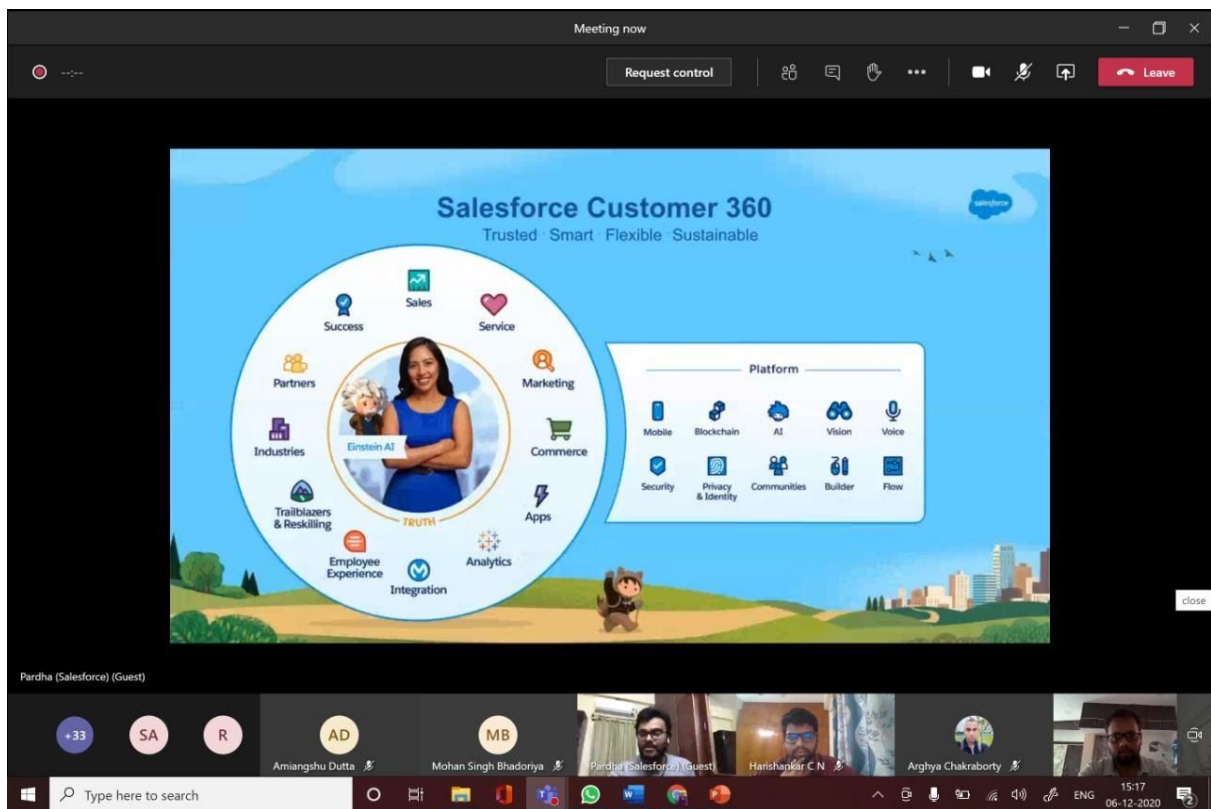
DETAILS OF THE GUEST LECTURE

In the guest lecture, Mr. Sardhi introduced students to Salesforce, what it does, the goals of Salesforce, a marketer's perspective, and resources provided by Salesforce for mentorship and employment. Contrary to popular belief that Salesforce provides CRM solutions, it also provides a customised digital experience to companies and its customer. It includes Marketing, Sales,

Commerce, Analytics, and Service. Mr. Sardhi explained gaps between the marketing and sales team leading to divided views on who a qualified lead is. Marketing, services, and sales are evolving in silos. For many companies marketing is not partnering with service to drive optimal customer engagement. While marketing is leveraging all the modern tools, yet it is not able to eliminate the gap of disconnected customer experience. With the current pandemic where everything is shifting online, solutions like Salesforce have become crucial for every marketer. Having a one-stop solution for every marketing needs is bliss. It is crucial to connect marketing with sales and services to deliver exceptional customer experiences. Mr. Sardhi emphasised the fact that along with increasing the acquisition of customers it is important to focus on increased customer lifetime value as well. The objective of CRM in B2B marketing is to engage buyers, close deals, and grow relationships. The guest also introduced students to Dreamforce, which is one of the biggest tech events hosted by Salesforce which revolves around the cutting edge solutions in the world of CRM. Mr. Saradhi also explained the benefits of pursuing the trailblazer certificates and the huge community which helps others in the pursuit of knowledge. He also recommended the students to pursue these courses to boost their marketing profile so that they are looked at more favourably by the prominent recruiters out there.

CAPTURES FROM GUEST LECTURE





Conclusion

It can be concluded that it was a very insightful and engaging session. It was a great session as we got an opportunity to understand how important & minute details in CRM a marketer must know. We also understood how to retrieve information from CRM software and use them to see how and what shapes the marketing strategy. Another vital learning, we received from Mr. Sardhi was that the digital era is here to stay therefore it is crucial to adapt continuously in this ever-dynamic VUCA world to ensure that we not are not only able to make the most out of the opportunities out there but also can create our opportunities through our skill sets and understanding out this dynamic world.