

## **8. INTERNATIONAL EXPOSURE TO THE STUDENTS**

<b>Sr. No.</b>	<b>Organising department</b>	<b>Date</b>	<b>Title of talk</b>	<b>Resource person</b>	<b>Number of participants</b>
1	PG Department of Retail Management	18-05- 2023	Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Service in Retail”	Ms. Jagvir Kaur Mann, Tax Assistant, G&S Accountancy Inc.	47

The Principal

Kanya Maha Vidyalaya

Jalandhar

Sub: Permission to conduct one-day Workshop

Respected Madam

This is to bring to your kind notice that we are organising a one-day workshop on the topic "An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail" by Ms. Jagvir Kaur, Tax Assistant, G&S Inc. (Alumni) on May 18, 2023 for the students of B.Voc. and M.Voc. (Retail Management). Kindly allow us to conduct the same and oblige.

Thanking You

Yours sincerely

  
Dr. Rashmi Sharma

HoD, PG Dept. of Retail Management

Dated: 18/05/2023



## REPORT

On

Workshop

On

**“An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

**(18.05.2023)**

PG Department of Retail Management of Kanya Maha Vidyalaya organized an online workshop on " An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail" on May 18, 2023 was organized for the students of B. Voc (Retail Management) and M.Voc.(Retail Management). The guest speaker of the event was Ms. Jagvir Kaur, distinguished alumni, KMV College Jalandhar. The workshop was organized to create awareness among students about how internet-based customer service systems (ICSS) that revolutionize customer service in the new economy.

She also explained that online customer service is the process of answering customer questions digitally using tools such as email, social media, live chat, and messaging apps. She also explained that good online customer service meets customers' expectations and she share the tips to better understand customers' priorities and how we can meet (and exceed) their expectations.

She explained that with the developing world, new trends in customer services are beginning to come to the force. The ways of creating value for customers, which is one of the main functions of marketing, was greatly influenced by technological growth. She also explained that in order to remain competitive with developing technologies, it is necessary to adapt to the technology and to use it effectively.

She also explained that types of- internet based customer service options that can help companies to offer 360-degree customer support:

- Social Media
- Demonstration Videos
- FAQs Section
- Email Support

She explained that it's no longer a secret that internet based customer service is a more efficient, cost-effective, and time-saving way of keeping your customers happy and connected with your company. She explained that how retailers will be able to serve consumers better if they use several online channels and improve their image across multiple digital platforms. She provided ideas on how to use the internet to provide your customer service a competitive edge and expand client base.



It was very informative session Miss Jagvir providing valuable insights to students on Strategies for Successful Internet Based Customer Services in Retail with real life examples helping in better understanding of practices being followed in various companies to satisfy their customers.

**The Heritage Institution** **137 Glorious Years**  
**Kanya Maha Vidyalaya, Jalandhar (Autonomous)**  
Star College Status by DBT, Govt. of India CURIE & FIST Grants by DST, Govt. of India College with Potential for Excellence by UGC  
Ranked No. 1 College of Punjab & Top National Rankings (India Today, Outlook Magazine & Times of India Group-2021)

**PG Department of Retail Management**  
*Organises*  
**Workshop**  
*on*  
**“An Analysis of Possible Strategies for Successful Internet Based Customer Service in Retail”**

Resource Person: Ms. Jagvir Kaur Mann, Tax Assistant, G&S Accountancy Inc.  
May 18, 2023 Time: 10:30 AM

**Dr. Rashmi Sharma (HoD, Retail Management)** **Prof.(Dr.) Atima Sharma Dwivedi**  
Principal, KMV



*Lox*

**Retail Management Department**

**(Session-2022-23)**

**Attendance Sheet**

**Workshop on "An analysis of Possible Strategies for successful Internet Based  
Customer Services in Retail"**

**(18-05-2023)**

**(B.Voc. Sem-II)**

S.No.	Roll No.	Name	Attendance
1.	227101	Ramandeep Kaur	P
2.	227102	Harmandip Kaur	Ab
3.	227103	Simranjit Kaur	P
4.	227106	Palak	P
5.	227108	Preet Tinder Kaur	Ab
6.	227109	Pooja	P
7.	227110	Harpreet Kaur	Ab
8.	227111	Jasleen	P
9.	227112	Navjot Kaur	P
10.	227113	Satinder Kaur	P
11.	227114	Anju	P
12.	227115	Parampreet Kaur	Ab
13.	227117	Parminder Kaur	P
14.	227118	Gurpreet Kaur	Ab
15.	227120	Janvi	Ab
16.	227122	Samreen Kaur	P
17.	227134	Divyanshi	Ab
18.	227138	Simoleen Sandal	P
19.	227139	Gurpreet Kaur	Ab

**(B.Voc. Sem-IV)**

S.No.	Roll No.	Name	Attendance
1.	227201	Naina Sharma	Ab
2.	227202	Lakshmi	P
3.	227203	Manmeet Kaur	P
4.	227204	Mandeep Kaur	P
5.	227205	Amandeep Kaur	Ab
6.	227206	Gagandeep Kaur	P
7.	227207	Kirandeep Kaur	P

*D. G. S.*

(B.Voc. Sem-VI)

S.No.	Roll No.	Name	Attendance
1.	227251	Simranpreet Kaur	P
2.	227252	Siya Sharma	Ab
3.	227253	Sharandeep Kaur	P
4.	227254	Neha Kalia	Ab
5.	227255	Amandeep Kaur	P
6.	227256	Navpreet Kaur	P
7.	227257	Laksh	P

(M.Voc. Sem-II)

S.No.	Roll No.	Name	Attendance
1.	227601	Srishti	Ab
2.	227602	Priyanka	P
3.	227603	Muskanpreet Kaur	P
4.	227604	Nitika	P
5.	227605	Sukhdeep Kaur	Ab
6.	227606	Pavandeep Kaur	P
7.	227607	Navjit Kaur	P
8.	227608	Manpreet Kaur	Ab
9.	227609	Gagandeep Kaur	P
10.	227610	Radhika Mehta	P
11.	227611	Simran Kaur	Ab
12.	227612	Shaveta	P
13.	227613	Dolly	P
14.	227614	Sonali Raju	N

(M.Voc. Sem-IV)

S.No.	Roll No.	Name	Attendance
1.	227651	Jashanpreet Kaur	P
2.	227652	Bhawna Saini	P
3.	227653	Artee	Ab

*Das*

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Samreen Kaur.

Class: B. Voc Sem - II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Analysis about strategies.

Q2. What is most valuable about this Workshop?

Ans. Knowledge of the Resource person

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	<input checked="" type="checkbox"/>				
2. Usefulness of the session		<input checked="" type="checkbox"/>			
3. Subject knowledge of the resource persons	<input checked="" type="checkbox"/>				
4. Interactiveness during the session	<input checked="" type="checkbox"/>				
5. Any suggestions	<u>No.</u>				

*Day*

DDU KAUSHAL KENDRA

RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Ramandeep Kaur

Class: B.VOC Sem-II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Internet Based Services.

Q2. What is most valuable about this Workshop?

Ans. feature of internet based services.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	<input checked="" type="checkbox"/>				
2.Usefulness of the session		<input checked="" type="checkbox"/>			
3.Subject knowledge of the resource persons	<input checked="" type="checkbox"/>				
4.Interactiveness during the session	<input checked="" type="checkbox"/>				
5.Any suggestions	<input checked="" type="checkbox"/>				

*[Signature]*

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Kirankeep Ram,

Class: B.Voc sem-IV

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. How to analyse the possible strategies of Business.

Q2. What is most valuable about this Workshop?

Ans. presentation

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	✓				
2.Usefulness of the session		✓			
3.Subject knowledge of the resource persons			✓		
4.Interactiveness during the session	✓				
5.Any suggestions	✓				

*[Handwritten Signature]*

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Muskambiret Kam.

Class: M.Voc Sem-II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. knowledge about topic.

Q2. What is most valuable about this Workshop?

Ans. topic understand with example.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	<input checked="" type="checkbox"/>				
2.Usefulness of the session		<input checked="" type="checkbox"/>			
3.Subject knowledge of the resource persons	<input checked="" type="checkbox"/>				
4.Interactiveness during the session	<input checked="" type="checkbox"/>				
5.Any suggestions	<u>No.</u>				

*Day*

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Simoleen Sandal

Class: B.Voc RM Sem - II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Analysis about the possible strategies of Business

Q2. What is most valuable about this Workshop?

Ans. Knowledge of the resource person

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	<input checked="" type="checkbox"/>				
2.Usefulness of the session		<input checked="" type="checkbox"/>			
3.Subject knowledge of the resource persons	<input checked="" type="checkbox"/>				
4.Interactiveness during the session	<input checked="" type="checkbox"/>				
5.Any suggestions	<u>No</u>				

Day

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Naagamdeep Kaur,  
Class: M.VOC Sem-II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Possible strategies used by business for its success.

Q2. What is most valuable about this Workshop?

Ans. Knowledge of the resource person.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	<input checked="" type="checkbox"/>				
2. Usefulness of the session	<input checked="" type="checkbox"/>				
3. Subject knowledge of the resource persons	<input checked="" type="checkbox"/>				
4. Interactiveness during the session	<input checked="" type="checkbox"/>				
5. Any suggestions	<u>No</u>				

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Simranjit Kaur.

Class: B.Voc (RM) Sem-II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Possible strategies for a successful business

Q2. What is most valuable about this Workshop?

Ans. guidance about the topic.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	/				
2. Usefulness of the session		/			
3. Subject knowledge of the resource persons	/				
4. Interactiveness during the session	/				
5. Any suggestions	No				

*Qal*

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

Topic: - Workshop on "An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail"

Name of the student: Mammet Kaur

Class: B.Voc Sem-IV

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Knowledge about internet based services.

Q2. What is most valuable about this Workshop?

Ans. Practical knowledge.

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session	✓				
3. Subject knowledge of the resource persons		✓			
4. Interactiveness during the session	✓				
5. Any suggestions	No.				

*Dash*

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”

Name of the student: Satinder kaur.

Class: B.Voc Sem-II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Possible strategies for a successful Entrepreneur.

Q2. What is most valuable about this Workshop?

Ans. Internet based services in Retail

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	AS				

*Q.18*

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Bhawna Saini

Class: M.Voc Sem- IV

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Analysis about the possible strategies of business

Q2. What is most valuable about this Workshop?

Ans. knowledge about the topic

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1.Understanding of the topic	<input checked="" type="checkbox"/>				
2.Usefulness of the session		<input checked="" type="checkbox"/>			
3.Subject knowledge of the resource persons	<input checked="" type="checkbox"/>				
4.Interactiveness during the session	<input checked="" type="checkbox"/>				
5.Any suggestions	<u>No</u>				

*[Signature]*

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RETAIL MANAGEMENT DEPARTMENT

**Feedback Form**

Date: 18-05-2023

**Topic: – Workshop on “An Analysis of Possible Strategies for Successful Internet Based Customer Services in Retail”**

Name of the student: Pooja  
Class: B. Voc Sem-II

I. Kindly answer the following questions:

Q1. Which topic you have learned from this Workshop?

Ans. Customer services on the basis of internet

Q2. What is most valuable about this Workshop?

Ans. Knowledge about internet based services

II. Kindly answer the following questions correctly by putting a tick mark in the right column.

	Extremely Satisfied	Satisfied	Average	Dissatisfied	Extremely Dissatisfied
1. Understanding of the topic	✓				
2. Usefulness of the session		✓			
3. Subject knowledge of the resource persons	✓				
4. Interactiveness during the session	✓				
5. Any suggestions	NO				

*Pooja*