

Business Standard

date: 29.08.2025

MASTERING CUSTOMER DELIGHT: KEY LESSONS FOR FUTURE MANAGERS

BITM conducted the third day of the induction ceremony for the MBA Batch 2025–27, on 20th August 2025 featuring an insightful session by Mr Anuj Dutta, Assistant General Manager, IRCTC, Bhubaneswar on Customer Delight. Mr Dutta emphasized that organizations must go beyond simply meeting customer expectations to build lasting emotional connections, fostering loyalty and encouraging referrals. He introduced the DELIGHT framework — Delight, Empathy, Learning & Innovation, Integrity, Goal-Oriented, Hands-on Leadership, and Teamwork — explaining how these principles guide customer-centric organizations. To achieve customer delight, he highlighted six strategies: thoroughly understanding customer needs, offering

personalized experiences, providing exceptional service, going the extra mile, empowering employees, and actively seeking and responding to feedback.

Concluding the session, Mr Dutta reinforced that customer delight remains central to business success, leaving students inspired to apply these principles in their professional journey.

Campus Reporter : Aditi Choudhury

