MIT Industrial Liaison Program Faculty Knowledgebase Report

Customer Experience in Digital Era with MIT Startups & Sloan Faculty

November 19, 2020 11:30 am - 1:00 pm

11:30am - 12:15pm	Digital Technology and Humans as Complements in Driving Superior Customer Experience Sharmila C. Chatterjee Senior Lecturer in Marketing, MIT Sloan School of Management Sharmila C. Chatterjee Senior Lecturer in Marketing, MIT Sloan School of Management

Sharmila C. Chatterjee is a Senior Lecturer in Marketing and is the Academic Head for the MBA Track in Enterprise Management (EM) launched at MIT Sloan in Fall 2012. Chatterjee teaches the graduate course in B2B Marketing and is deeply engaged in Action Learning as a faculty mentor for G-Lab, China/India Lab, and as an instructor for the Enterprise Management (EM) Lab.

A business-to-business marketing expert, Chatterjee examines issues in the domains of channels of distribution, sales force management, and relationship marketing using survey research coupled with econometric methods for analysis. In the area of sales force management, she carried out some of the first studies in the critical area of sales-marketing interface, specifically, sales lead management. She is interested in effective management of the sales/marketing interface with a view towards appropriate allocation of resources between customer acquisition and retention activities. Lately, Chatterjee has become interested in the diffusion of technological innovations among users at client organizations under the rubric of value based management. In B2C, Chatterjee has done research in the areas of brand trust, financial literacy and multicultural marketing.

Chatterjee has published in *Behaviormetrika, Industrial Marketing Management, Journal of the Academy of Marketing Science, Journal of Brand Strategy, Journal of Cultural Marketing Strategy, Journal of Marketing, Journal of Retailing, Marketing Letters, Marketing Management Journal,* and *Marketing Report*. She is an award winning case writer with several of her cases placing first in the case writing competitions sponsored by the educational wing of Direct Marketing Association, DMEF.

Chatterjee graduated from the Birla Institute of Technology and Science (BITS), Pilani and worked briefly in Faridabad, India before earning her PhD in marketing from the Wharton School, University of Pennsylvania.

View full bio

In an era of unprecedented technological disruption, spending by companies on digital transformation is forecast to surge. The desire to deliver superior customer experience is at the core of many of these investments. The potential for returns is real, but in practice, resources are often wasted due to poor planning and execution. For instance, a recent study finds that only 11 percent of firms are obtaining significant returns on their AI investments.

In this webinar, we will explore:

- How digital transformation has the potential to strengthen the relational ties between companies and their customers by enhancing the “three C’s” to enable superior customer experience.
- First steps for implementation, keeping in mind common barriers.
- Why it is critical to ensure that machines and humans work together to drive superior customer experience.

12:15pm - 1:05pm MIT Startups in Digital Technologies – hosted by MIT Startup Exchange

Customer Analytics

- **Endor**: Predictive analytics on customer data without data scientists
- **FindOurView**: Customer insights with language understanding
- **Paradigm Sift:** Applying cultural context to understand customers at scale
- **Cerebri.ai:** AI-based next actions to drive customer engagement
- **Assetario:** Personalizes the in-app purchase to drive user happiness and revenue

Customer Engagement & Technlogy

- **GoWith**: Enhancing the airport passengers' experience every step of the way.
- **Voomer**: AI to empower people for video communication
- **ServiceMob**: Making customer service access simple with AI
- **Posh**: Conversational AI for customer service & helpdesk
- **Silverthread**: Improving software health and economics at scale