

**Workshop on**  
**“Customer Relationship in Management on Electricity in India, Sri Lanka and Bangladesh”**  
**27<sup>th</sup>, May, 2014, New Delhi**

**Date:** Tuesday, 27<sup>th</sup>, May, 2014(14:30-19:00, Cocktail Dinner)

**Venue:** Hotel Le Meridien, New Delhi

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**14:00-14:30** **Registration**

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**14:30-14:45** **Welcome Address**

**14:45-15:00** **Session I: “Consumers in the doldrums”**

How do service providers (and regulators) create the incentives necessary for serving and protecting the needs and interests of customers? The session will frame the theoretical discussion for service quality. It will address how incentives for service-quality differ under very different market conditions – that of monopoly provision (similar to electricity distribution markets) and competitive provision (similar to most telecommunications markets).

**15:00-15:30** **SESSION II: “Service providers’ perspectives”**

How do electricity and telecom service providers view and treat customers? How much do they know about whom they are serving? This session will summarize our discussions and research on supply-side practices

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**15:30-15:45** **Networking Break**

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**15:45- 16:30** **SESSION III: “Stories from the field: customer perspectives”**

How are poor, urban micro-entrepreneurs (MEs) being served by their electricity and telecommunications service providers? The results of LIRNEasia’s 2013 survey and qualitative research of MEs in Colombo, New Delhi, Patna and Dhaka

**16:30-17:30** **SESSION IV: “What can be done?”**

How can we re-design services in the two sectors to better address customer needs? The session will present the results of LIRNEasia’s collaboration with CKS Consulting India (a design consultancy firm). Multiple new (re-designed) solutions will be presented. The audience will be asked to critically appraise, comment on, and rank the viability of the solutions

**17:30-18:00** **Floor Discussion**

**18:00-19:00** **SESSION V: Panel discussion on “Responses to research”**

A panel of telecom and electricity sector service providers and regulators will comment on the previous presentations, challenge the solutions and discuss possible ways to improve services

**19:00 Onwards** **Cocktail /Dinner**

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