

# **Event Report: Virtual Mentorship Workshop**

**Jaipur, Rajasthan**

**May 13<sup>th</sup>, 2021**

**Organized by**

**(iStart Rajasthan)**

**Department of Information  
Technology & Communication,  
Government of Rajasthan**

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## Event Details

**Name of the event:** Virtual Mentorship Workshop of iStart Rajasthan

**Venue:** Online event

**Date:** May 13<sup>th</sup>, 2021

**Time:** 3.00 PM – 5.00 PM

**Organized by:** iStart Rajasthan

## Brief overview

One of the challenges of the COVID-19 pandemic faced by the iStart Rajasthan team was to continually provide mentoring and guidance to the startups registered on iStart platform. Addressing the need to facilitate mentorship immediately and until before the state onboards full-time mentors for its incubation facilities, the iStart Rajasthan team has proposed to organize a Virtual Mentorship Workshop series. This note summarizes the details of the second workshop conducted on 13<sup>th</sup> May 2021 as part of the intended Virtual Workshop series.

## Objective:

The inaugural Virtual Mentorship Workshop aimed at having engaging sessions on **How to create Customer Experience** and the session had the below topics covered:

- Understand your Customers
- Provide Multichannel Support
- Connect with Customers
- Get Customer Feedback and Work on Sensible Suggestions
- Success stories and FAQs

## Participants:

- **Guest Mentor:** Ms. Ketika Singhal
- **Registrations:** About 127 startups have registered themselves for the event - refer annexure
- **Participants:** Overall, the event saw the participation of the 50 startups
- **State PMU:** Neena Sharma, Soumya Rajan Panda, Vinay Kore

## Guest Mentor Profile:

- Ms. Ketika Singhal, is a Learning and Development expert working in the domain of capacity building of Startups and is associated with iStart since last 3 years
- She has more than 15 years of professional work experience and her forte lies in project management, in the domain of startup accelerator programs, coaching and mentoring, training delivery and consulting, competency mapping and assessment

## Key Highlights of the Session:

- The Guest mentor had spoken about the relevance of customer experience for a startup, and presented extensively the cases regarding the types of customer relationships that are relevant in any business

- During the presentation, the guest speaker had highlighted the relevance of transaction satisfaction and the relevance of capturing it, in doing so, the Guest speaker prompted the startups to reflect upon their experience to understand their gaps in customer experience
- The session had details on how to evaluate customer experience through perception points by understanding the maximizers and satisfiers
- Different types of customer categories were discussed to highlight the customer experience needs based on a Customer Experience pyramid which was showcased during the presentation
- The presentation highlighted on how to nurture effective customer relationships by extensively discussing on reliable relationships, powerful partnerships, and the four styles of interaction that exists through different mediums of transactions
- Through this presentation the guest mentor had shared the framework for developing perception points and how to focus on each of these perception points, based on the touchpoints of the customer interaction
- Presenting an end to end map of the customer journey, the guest mentor presented a case-study of Super Office and the challenge they had in reaching out to their target customers
- The presentation of the session was interactive, and the Guest Mentor had frequently engaged the participants through polls and questions regarding the challenges faced by the startups in the ecosystem
- The Q&A session towards the end of the event saw an active participation of several participants who had one to one discussion with the guest faculty regarding the challenges faced by their startups. The one to one discussion's had representation of startups from different sectors and have leveraged the experience of the guest mentors by clarifying their doubts regarding customer experience and about iStart program as well.

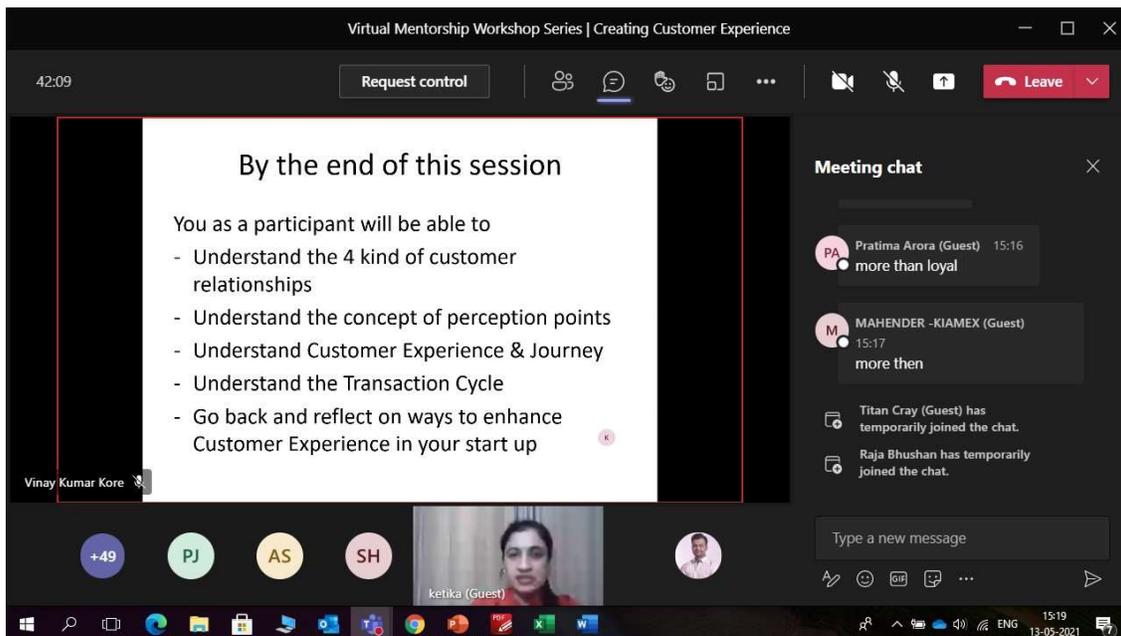


Fig (1): The workshop focused on learning customer experience based on customer relationships, perception points, customer experience journey and transaction cycle

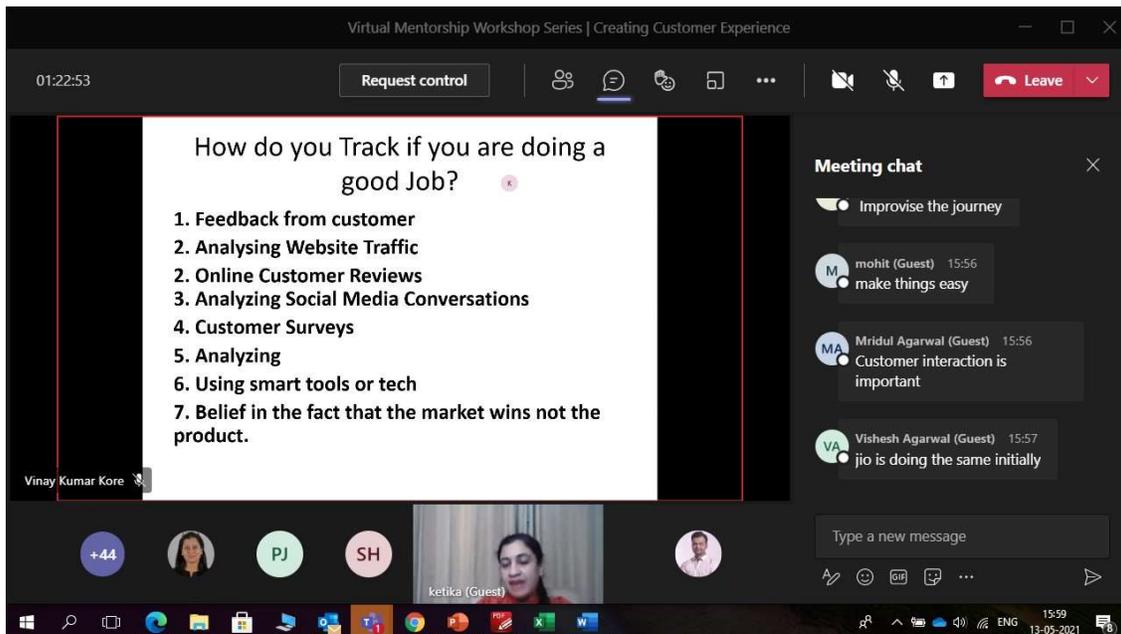


Fig (2): The workshop focused on frameworks for startups tracking of customer experience

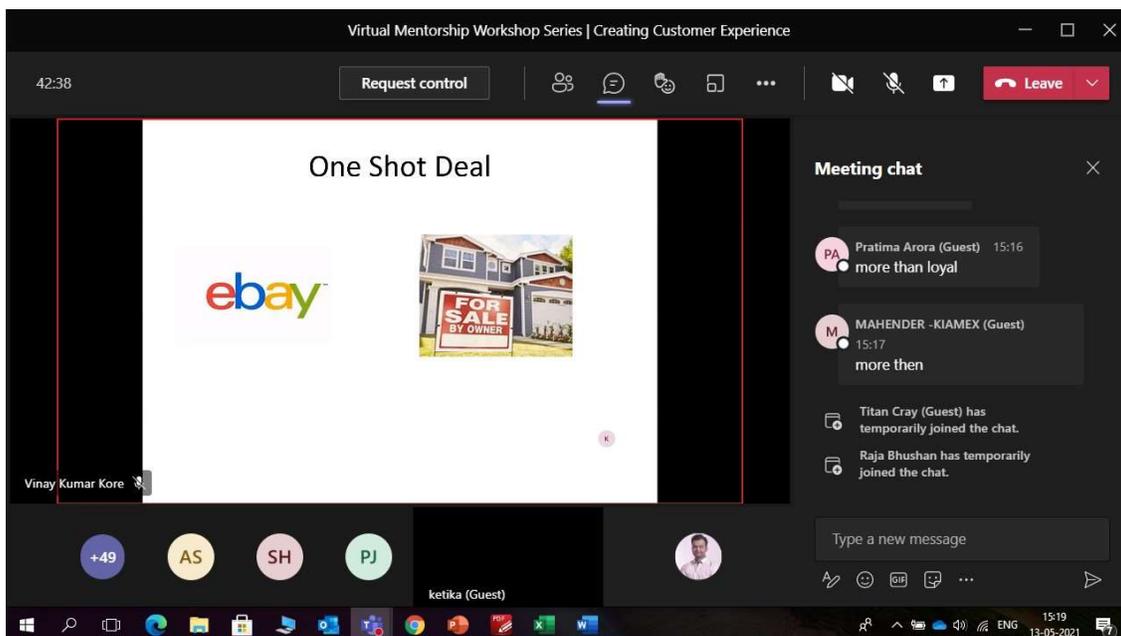


Fig (3): Session saw the presentation of the case-studies relevant to customer journey's, transaction types, and perception points



Fig (4): One to one discussion between the guest mentor and the startups led to meaningful insights relevant for all the participants in the workshop



Fig (5): The Virtual session saw an active participation from the Startups sharing and seeking to resolve a few challenges faced by them



Fig (6): The Question and Answer session of the workshop saw the participation of the startups from different sectors

## Way forward

- iStart Rajasthan will continue to host relevant Virtual Mentoring sessions based on the need and feedback from the startups
- The State team would organize more sessions in the coming months

## Annexures

### Registered Participant List:



Virtual Mentorship  
Workshop on Creatin