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Our customers are at the center of everything we do at Dell. It is our endeavor to innovate and introduce technology solutions for customers based on their feedback and requirements. This is what we believe is attractive; to make everything that a customer wants a priority. We desire to make Dell the brand of choice in the mind of customers across all demographics that goes further than a one-time-sale. We are constantly engaging with our customers by proactively listening to them and adapting to their needs to build enduring relationships as a brand. Through social media platforms, we are able to integrate the needs of our users into our marketing strategies and also innovate to provide technology that can help individuals achieve their goals. We aim to raise the Attractiveness Quotient through the conversations with our customers.

Our belief is that all of our solutions should be designed around evolving technology usage and requirements. This is solely achieved by the drive exhibited at Dell to constantly deliver to the customers - our brand ambassadors. We design products that address the needs of different customers; an individual can purchase a Dell product directly from a Dell Exclusive Store (DES), through our partners or through the online route. No matter through which route the purchase is made, Dell will offer around the clock support for our customers. Here too, customers can choose their support service option according to their convenience. This is how we, as a brand are able to develop trust with our customers that encourage them to stay in conversation with us over time.

Dell places the customer at the center of its innovation. We want to tell our customers that we understand their lives and strive to showcase how technology can enhance their everyday life by catering to a variety of unique requirements. This is the reason behind our consistent engagement with them in order to derive valued customer insights which feed back into the process of constant evolution taking place at Dell. We focus on customer insights that are not category specific but are consumer segment specific & hence the role of technology changes/evolves accordingly. It is this relevance which resonates with them and strengthens the emotional connect with our consumers. It is this emotional bond between Dell and its customers which enhances the attractiveness for customers who recognize that we are listening to them thus bringing them back to us, each time they seek a solution for their technology needs.

This endeavor is brought to life in the communication we undertake through the year. For the Back to School season, we devised an approach to the education system by encouraging school students to engage in an interactive learning process, encouraging them to step away from traditional rote learning techniques, through the use of technology. We reached out to youth to help them realize their dreams and inspire the world to do the same through the #karokuchbhi campaign which reiterated that, with technology as a companion, there is no ambition which cannot be fulfilled. Recognizing the significance of the festive season for the average Indian consumer, we have consistently reiterated how technology brings people together and helps them to stay connected during the special moments in their lives.

Our objective has been to consistently highlight where we fit into our customers' lives with a versatile range of technology solutions that complement their goals. Focusing on their needs and feedback establishes our customers as the real heroes of our campaigns, with Dell serving as a technology enabler. We give customers the "Power to do more" with Dell.