

## ► OVERVIEW

### INTRODUCTION

The Customer Experience Leadership programme of USB Executive Development (USB-ED) aims to prepare organisations for the challenges of the experience economy that currently prevails. To be successful in this new economy, organisations need the skills that this programme offers to design, create and deliver transformational customer experiences.

### WHAT SETS THIS INTERVENTION APART?

During the last century, the global economy has moved from a commodity-based economy (agriculture and mining), to a goods-based economy (dominated by fast-moving consumer goods – FMCGs), to a service economy and to the current experiential economy where customers are buying experiences and making key purchasing decisions based on emotions and experiential factors.

Are you ready for the experience economy?

This programme prepares participants to develop and implement strategies that will increase customer satisfaction, loyalty and lifetime value.

### PAST PARTICIPANTS' COMMENTS

*"Excellent course. The facilitator is very knowledgeable, competent and entertaining in the presentation of his world-class material."* – Ian Ross, Service Delivery Manager, Dimension Data

*"I can't wait to implement what I have learnt."* – Lorna Louw, Key Account Holder, CTP

*"Insightful, practical and very relevant."* – Pieter Stemmet, Service Delivery Manager, Dimension Data

## ► WHO

### WHO SHOULD ATTEND?

This programme is aimed at client service managers, key account managers, line managers and area managers.

### ADMISSION REQUIREMENTS

It is assumed that participants comply with the following requirements: English language competence at NQF level 4. Sufficient ability to read and comprehend learning material, and to write assignments and follow/participate in discussions on management issues.

### FACULTY PROFILE

Dr Kosie de Villiers

## ► BENEFITS

### HOW WILL YOU BENEFIT?

By the end of this programme, participants will:

- have improved their skills in designing and delivering customer experiences
- have critical knowledge of the customer satisfaction system
- have better understanding of leadership and management for service quality excellence.

### CERTIFICATION

On successful completion of the programme, participants will receive a certificate from the University of Stellenbosch.



## WHEN & WHERE

CAPE TOWN

8 - 9 October 2012

Class times: 08:15-17:30

## FEES

FEES

R5 600

*Please note that programme fees, faculty and dates are subject to change.*

## ENQUIRIES

CONTACT PERSON:

Zenobia Petersen

Tel: +27 (0)21 918 4475

Fax: +27 (0)21 918 4478

Email: zenobia.petersen@usb-ed.com



## ► WHAT

### CONTENT OVERVIEW

The following content will be covered:

#### **THE BASICS OF CUSTOMER EXPERIENCE MANAGEMENT**

##### **SERVICE CONCEPT AND DESIGN**

Understanding human behaviour; building human relationships; the psychology of human motivation; leadership and management; leadership and corporate culture; the leadership development plan

##### **THE CUSTOMER SATISFACTION SYSTEM**

including blueprinting and flowcharting, service goals and standards, and managing demand

##### **DESIGNING, CREATING AND DELIVERING CUSTOMER EXPERIENCE**

##### **MEASUREMENT OF SERVICE QUALITY AND CUSTOMER SATISFACTION**

##### **THE SERVICE RECOVERY SYSTEM**

including measurement and classification of defections, retention strategies and relationship marketing

##### **LEADERSHIP AND MANAGEMENT FOR TRANSFORMATIONAL CUSTOMER**

##### **EXPERIENCE**

including visionary service leadership, structure, culture and internal marketing

### NQF ALIGNMENT

This programme is presented on the complexity level of an NQF 6.

## ► FEES

### FEES

R5 600

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

### CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

*Please note that programme faculty, fees and dates are subject to change.*