

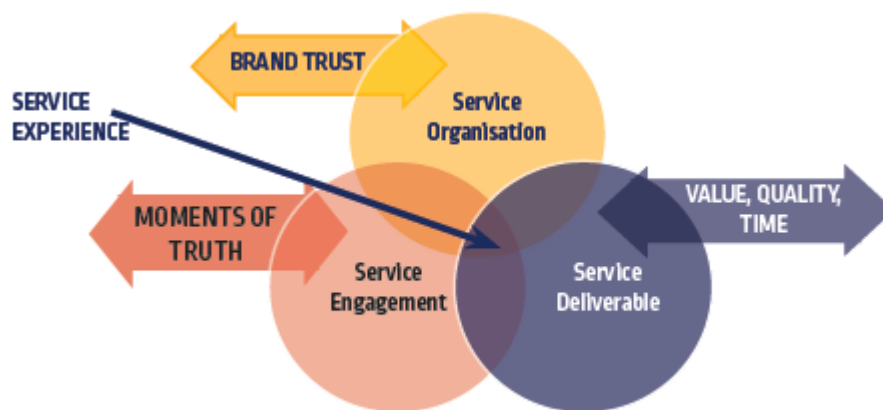
## EXECUTIVE EDUCATION

# Master Class: Managing the Total Customer Service Experience

*Explore the '21st Century' customer and gain sustainable competitive advantage!*

### Overview

Today's customer today is typically more demanding, difficult and marketing literate than they have ever been. They plan less for their future and operate across multiple channels and most importantly, have a desire for an experience. The challenge in dealing with such customers is that it is becoming increasingly difficult to attract their attention. Prof Whyte will explore the '21st Century' customer in detail and share with you how to create great customer experiences and map out the 'perfect' customer journey using the Service Exchange Model developed at the Harold Pupkewitz Graduate School of Business. Through the sharing of case studies, and participative group work you'll gain a clearer vision of how your business can gain a sustainable competitive advantage in the area of customer service delivery.



Service Exchange Model (developed by HP-GSB)

### Who should attend?

Managers and executives involved in Customer Service Management, customer service, marketing, IT and operations functions within service oriented businesses, such as banks, airlines, IT, travel, distribution, insurance, transportation, hospitality, telecommunications, etc. Furthermore, it will also be relevant to managers from other functional activities who wish to gain a greater understanding of how Customer Service Management works.

## Objectives

### At the end of the Master Class, participants will:

- Understand the 21st century customer and know how to become a customer-centric company
- Appreciate the different types of customer effort and their importance in learning how to make it 'easy' to be a customer
- Know how to map out the customer effort journey
- Find ways to create sustainable competitive advantage and differentiate the customer experience
- Understand the role played by employees in creating compelling customer experiences
- Create a service plan of action for implementation in your own service organisations

## Topics

- The Success Equation: Developing a customer centric company
- Understanding the role played by employees in creating compelling customer experiences
- The Importance of making it 'Easy' to be a customer
- Understanding the role of the Service Exchange in delivering the customer experience
- Delivering the new 'Brand of Customer Service'

## About Presenter



Prof Grafton Whyte holds a BA (Hons), MBA (cum laude) and PhD and is currently Director of HP-GSB. His academic experience spans over 15 years as a lecturer and researcher. His research interests are in Knowledge Management and Service Quality and he is the developer of the V-Model of Service Quality. Prof Whyte is former Director of Finance & Operations for Zimele Sonke Technologies, Cape Town. He was founder & CEO of Service Management Consultants in the United Kingdom and UK Systems Development Manager for *Reuters*. Prof Whyte has extensive experience in teaching and supervising research, having motivated and assisted over 100 students complete their research in the past seven years.

**Date: 12 – 13 April 2016**

**Time: 08:00 – 17:00**

**Registration by: 06 April 2016**

**Fee: N\$ 6 500.00 – includes course material, meals and certificate**

Full course descriptions are available on the HP-GSB website

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T: +264 61 207 2242 for registration and enquiries.