



## MASTER CLASS: Managing the Total Customer Service Experience

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

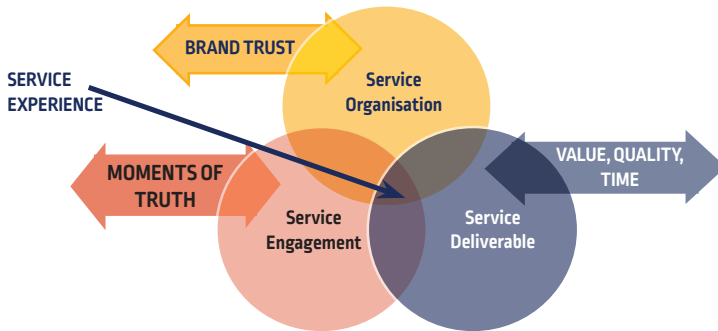
Today's customer is typically more demanding, difficult and marketing literate than they have ever been. They plan less for their future and operate across multiple channels and most importantly, have a desire for an experience.

Join Prof Whyte to explore this customer by mapping out the 'perfect' customer journey and how to create great experiences, using the Service Exchange Model. Whether you are manager or executive at functional level or directly dealing with customer service management, this Master Class is for you.



### Presenter

Prof Grafton Whyte holds a BA (Hons), MBA (cum laude) and PhD and is currently Director of HP-GSB. He was the former Director of Finance and Operations for Zimele Sonke Technologies, Cape Town and UK Systems Development Manager for Reuters.



Service Exchange Model (developed by HP-GSB)

**Date:** 01 - 02 March 2016  
**Time:** 08:00 – 17:00  
**Registration by:** 22 February 2016  
**Fee:** N\$ 6 500.00 – includes course material, meals and certificate

Full course descriptions are available on the HP-GSB website  
Contact Cynthia Kauami at [ckauami@nust.na](mailto:ckauami@nust.na) or  
T: +264 61 207 2242 for registration and enquiries.

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