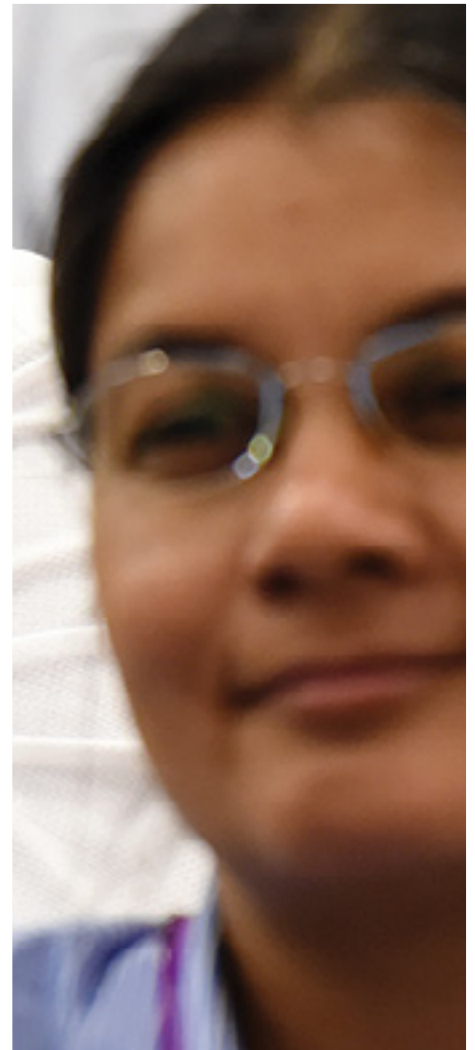


EXECUTIVE EDUCATION > DIGITISATION & INNOVATION



# Customer Centric Strategy in the Digital Age

Learn to design and execute an exceptional customer-centric strategy for the digital age.



**20 - 21 November 2019**

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute  
of Business Science**  
University of Pretoria

The existing strategy and leadership models used by most product and service enterprises have limitations which inhibit growth and make them vulnerable to competition and digital disruption. This programme proposes **a revolutionary approach to customer centric strategy which reveals opportunities and/or threats that will change the game for companies.** This programme will help you to create new wealth and customer lifetime value, using contemporary thinking and an appreciation of technology to transform the way people live and work.

## Course info



### FACULTY >

**Professor Sandra Vandermerwe** is currently an extraordinary professor at GIBS and an associate fellow at Imperial College Business School, London. She also serves on not-for-profit boards and is a senior associate at Deloitte Consulting. She has authored a number of books since the 1990s and written over 50 case studies and papers. She consults globally on the transformation process required to implement and sustainably achieve customer centricity.



**FEE >** R 17 300 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).



**DURATION >** Two days



**DATES >** 20 – 21 November 2019

### Benefits of designing and implementing a digitally driven customer centric strategy:

- Clearly understand how digitalisation can create threats and opportunities for your organisation;
- Create customer “lock on” and barriers to competitive entry;
- Grow customer lifetime value;
- Generate social value and Impact;
- Create new markets;
- Succeed in emerging markets;
- Build brand advocates; and
- Generate new wealth and profit opportunities

### Who should attend?

- > General managers, functional directors, executives, senior managers, senior IT managers/directors, heads of functional areas and, in particular, C suite teams who are considering designing and implementing customer centric strategy or building digital strategies;
- > Senior executives are encouraged to bring their teams with them to allow for implementation of the concepts and frameworks back in the workplace; and
- > Entrepreneurs are also encouraged to attend.

### How you will benefit:

At the end of the programme, you will be able to:

- > Understand the strategic significance of game-changing customer centricity and how to make this happen;
- > Find and articulate new ‘market spaces’ that open up opportunities in the digital space;
- > Define and design specific product and new service value-add innovations that build brands and bring durable lifetime customer value and advocacy;
- > Build a strategic architecture and story to get buy-in alignment and social approval;
- > Develop a business case for achieving disruptive customer centricity;
- > Design a route map to implement a customer-centric transformation;
- > Understand the specific issues involved in building social values into missions;
- > Gear strategies for successful entry into emerging economies where customers are leapfrogging to digital;
- > Incorporate the power of digital into customer centric strategy; and
- > Understand the new economics that drive wealth in a digital world.

### Key focus areas:

- > A methodology for identifying the new value growth opportunities;
- > Identifying the customer experience and game changing innovations;
- > Using the customer activity cycle to build lifetime value;
- > Monetising the customer model;
- > New account management models;
- > Making customers partners;
- > Using digital technology and social media in delivering a customer centric experience;
- > Integrating social investments into customer centricity;
- > The opportunities and threats of digital disruption in implementing customer centric strategy;
- > Emerging market strategies – creating virtuous circles;
- > Challenges with game changing implementation – what we know and know we know;
- > Emerging markets and special opportunities and challenges;
- > The phased implementation process with the 10 breakthrough points and defining moments;
- > Getting traction and buy-in, inside and out;
- > Getting the payoff of lifetime customer value and what that takes;
- > Making the case for customer centric change that is driven or enabled by digitalisation; and
- > Reassessing digital budgets.



For enquiries call **+27 (0)11 771 4302** or email [hlapolosat@gibs.co.za](mailto:hlapolosat@gibs.co.za)

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

