



**PAN
AFRICAN**

Learning and Growth Network

TRANSFORMING CUSTOMER EXPERIENCES

HOW TO CREATE
PASSIONATE CUSTOMERS

SIGELEGE BEACH RESORT
SALIMA, MALAWI.

FROM

8:00

TILL 4PM

26-28

MARCH 2025

REGISTRATION FEES

MK1,200,000

PER PERSON | VAT EXCL.



BE IN TOUCH

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OVERVIEW

Design the right offering to maximize customer engagement and learn how to flawlessly execute a sustainable service model that will give you a competitive edge in your industry with a program that provides the right tools to create a customer-centric culture and develop a customer experience that makes customers be passionate about the brand.

Superior customer service can be the difference your business needs to stand out in your marketplace. By learning to identify and anticipate consumer behavior and market demand shifts, you can sharpen your firm's strategy and operating models to better deliver for your customers.

Transforming Customer Experiences takes a holistic approach to service design, execution, and transformation. You'll explore new strategies for delivering an exceptional service culture that supports employees, delights customers, and drives organizational performance.

KEY TOPICS

Real Case Studies

- Making customers happy: boosting sales, loyalty and advocacy

Customer Loyalty Tools - Organization and Processes

- Service design thinking
- How to manage clients on social media
- Customer service quality management
- Build or optimize service design objectives that differentiate on customer service
- Ensure that organizational capabilities are aligned with customer needs - especially as you expand core services
- Implement new approaches to understanding, managing, and serving customers
- Financial evaluation of the customer experience

Customer Loyalty Tools - Technology

- Technological evolution at the customer service
- Data analytics for customer experience
- Leverage technology and analytics to make service quicker, easier, and more efficient

Customer Loyalty Tools - The People

- Creating a team of passionate customer service champions
- Developing sales talents

How to Retain Customers

- Develop a customer experience strategy that best serves your customer base
- Motivation, loyalty and consumer satisfaction

PROGRAM BENEFITS

- Equipping the team with state-of-the-art customer experience management;
- Create a customer-centric culture;
- Acquire new sales tools;
- Energise and motivate people and teams;
- Increase market potential through a unique customer journey.
- Understanding the consumer, their motivations, and how to achieve their loyalty;
- Understand the potential for market growth through customer experience;
- Know how to use different sales techniques and tools, focused on a unique buying journey;
- Be at the leading edge of sales knowledge in times of change.



WHO SHOULD ATTEND

- Senior executives in either B2C or B2B companies wanting to improve service or shift to service-based strategies
- Leaders of customer service teams, inside sales teams, or other functions central to service delivery
- Executives in marketing, data analysis, or operations management
- Human resources executives concerned with driving internal service culture

Individuals and teams are welcome to attend. Sending two or more representatives from your organization fosters teamwork and amplifies program impact.

KEY PROGRAM FEATURES

Multi-faceted learning and the case method

We approach learning from every angle - a robust blend presentations, case studies, individual and group exercises, small group discussions, and classroom debates. Among these formats is our renowned case method, where you'll learn to think on your feet, sharpen your analytical skills, and make critical decisions in real time. The case method puts you in the role of chief decision-maker, navigating challenges facing leading companies around the world. Arrive with an open mind - leave with a global perspective, unparalleled leadership skills, and a network of dedicated peers from Malawi and beyond.

Learning groups

Immerse yourself in an environment that creates space for deep, constructive engagement with a diverse set of peers from leading organizations. You'll forge powerful connections and gain valuable perspectives in our intimate learning groups. These smaller groups within your program cohort will transform into a personal board of advisors during the program and beyond.

Collaborative workshops

Collaborate as a team with members of your organization to diagnose and address your company's challenges. You'll all work with your facilitator to identify shared objectives and create an action plan that will take customer service to the next level.

CERTIFICATES

On completion of the training a PALGNET Certificate of Attendance will be awarded to delegates.



CONTACT US

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