

PROGRAMME FRAMEWORK

Who should attend?

Marketing and sales staff who are held accountable for the financial results of their plans and who need to understand the financial impact of their decisions. A must for marketing and sales teams or entrepreneurs.

Duration: 2-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



Introduction

Services Marketing & Customer Experience Management (CEM)

Your organisation will *only* be **Customer-centric** when your culture is systematically and **entirely committed to the continuous creation of your Customer's long-term satisfaction**. This requires research and sharing of information with respect to your customers, understanding your competitors and *their* customers, and of course your own organisation... this **provides a joint focus for the efforts and projects** of your organisation, thereby leading to **superior long-term performance and a sustainable competitive advantage**. Various customer-centric topics will be covered to achieve this.

Objectives & Outcomes

- What makes a great Marketing Organisation?
- 7P and 4R Service Models
- Four Things a Service Business Must Get Right, by Francis X. Frei
- Customer Experience Management (CEM)
- Mapping out the Customer's Experience
- Distinguishing Characteristics of Service
- Why offer a great Service and Experience?
- Service Management is all about People, Processes & Physical Evidence/Facilities
- "The Service Profit Chain" (by Heskett, Jones, Loveman, Sasser & Schlesinger) is covered
- "Managing the Professional Service Firm" (by David Maister) is covered
- Top-13 Customer Care Tips
- Handling Irate Customers
- Understanding "The Gaps Model" for Service Excellence, (by A. Parasuraman, V.A. Zeithaml, and L.L. Berry) is covered
- Some powerful service research questions (Qualitative & Quantitative)

Pre-Readings:

"The Service Profit Chain", by Heskett, Jones, Loveman, Sasser & Schlesinger, HBR July/Aug 2008. (Was also published in HBR 1994.)

"STOP Trying to Delight Your Customers", Mathew Dixon, Karen Freeman, and Nicholas Toman. (Harvard Business Review, July-August, 2010, p.116-122)

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