

CUSTOMER RELATIONSHIP MANAGEMENT CONFERENCE

Strategic architecture to delivering customer centricity

Date 13 – 14 October 2009 - Venue Reserve Bank Conference Centre, Pretoria

OVERVIEW:

During the current economic climate, offering quality products and services is one way of defining your business. The other way is of course through client satisfaction; differentiating your company from the majority by delivering a dynamic customer centric portfolio to the mix. This incorporates building strong relationships with each client on an individual level.

The global consumer has evolved from 'speaking with their feet' to actively complaining. And with the use of online platforms customers vent their frustration to a large audience willing to take note of individual experiences and base their purchasing decisions on this. This virtual audience extends past our borders and the impact is immense. How does your company respond and more importantly, how do you manage your customer relationship management strategy to use this to your advantage.

Customer relationship management is a diverse discipline and sometimes it is the small things that count the most; such as remembering a client's preferred seat in a restaurant. This is a primary requirement for sustaining ongoing relationships and the old system of mass production, mass media and mass marketing is being replaced by a one-to-one economic system.

The main objective of this conference is to impart and share knowledge that will have a positive impact on customer centric policies and service delivery within companies and organizations.

KEY OBJECTIVES:

- Create customer value through a strategic customer centric approach
- Changing the focus from sales and service delivery to building lasting relationships
- Understand, grow and nurture customer satisfaction and loyalty from board level
- Incorporate customer communication ethics into your strategy
- A view to global client service trends
- Aligning the customer experience with Brand promise
- Managing organizational performance and customer improvement

WHO SHOULD ATTEND:

This event is aimed at all industry sectors (public and private), Senior Level Executives, Directors and Managers with portfolios in:

- Brand Management
- Call Centre Management
- Client / Customer Liaison
- Client Retention
- Client Service
- Communications
- Customer Care
- Customer Experience
- Customer Loyalty Programmes
- Customer Relationship Management
- Customer Service
- Human Resources & Training Programmes
- Information Management
- Marketing & Public Relations
- Quality Assurance Management

Interested in attending? But your portfolio is not mentioned above. Contact us to find out if this conference is suitable for you.