Customer Loyalty Programme Design and CRM Strategy

Customer Service Management

Course Overview

Customer Loyalty Programme Design and CRM Strategy: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Customer Loyalty Programme Design and CRM Strategy
- Apply practical tools and techniques for Customer Loyalty Programme Design and CRM Strategy in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Customer Loyalty Programme Design and CRM Strategy in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Setting the scene: Customer Loyalty Programme Design and CRM Strategy in today's organisation
2. Key concepts and the language of Customer Loyalty Programme Design and CRM Strategy
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Customer Loyalty Programme Design and CRM Strategy with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Durban	**$1,395**
16 to 20 Nov 2026	Accra	**$1,395**
30 Nov to 4 Dec 2026	Online	**$700**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.