Customer Segmentation and Personalisation Strategy

Customer Service Management

Course Overview

Customer Segmentation and Personalisation 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 Segmentation and Personalisation Strategy
- Apply practical tools and techniques for Customer Segmentation and Personalisation Strategy in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Customer Segmentation and Personalisation 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. Foundations of Customer Segmentation and Personalisation Strategy: principles, terminology and context
2. The business case: why Customer Segmentation and Personalisation Strategy matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
23 to 27 Nov 2026	Kampala	**$1,550**
30 Nov to 4 Dec 2026	Johannesburg	**$1,550**
7 to 11 Dec 2026	Durban	**$1,650**

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