

# MASA Masterclass: Customer Engagement

Customer engagement is not about asking what your company can do for the customer, but what the customer can do for your company.

From customer care to customer engagement - [a comprehensive review and future perspective](#). In an age where customer experience, customer satisfaction, and customer engagement are used interchangeably and mostly incorrectly, many top executives have become used to the net promoter score as the stereotype representation of what these terms mean.

## The seminar will:

- Attempt to set the realities apart from myth and general confusion
- Trace the origins of customer satisfaction, service quality, customer service, customer experience, customer loyalty, and customer engagement
- Endeavour to propose a proper typology for understanding these concepts and what benefits they bring to the modern organisation, especially within the context of customer centricity transformation. The latter is required to leverage the maximum returns from investment in these business initiatives are most vocal and hence voice-of-customer (VOC) is generally seen as feedback channels and customer surveys. Long debates about the best metrics to use and best feedback channels further support the notion that the VOC is still largely seen as customer feedback and the related channels where and how the feedback is collected make a strong case for the requirement of customers to have interactive customer engagement where companies truly listen when they speak - and then to actually respond to this engagement in the most appropriate, customer friendly and efficient manner. Jeanne Bliss correctly states that VOC "tells a story about customers' lives". For organisations to truly impact on customers' lives, the modern and correct approach to customer feedback and customer engagement is not only about collecting (listening) feedback, it should include the response to customer interaction and feedback in a more balanced view. It includes the choice of the most optimal channels of interaction and dialogue to ensure ultimate customer engagement provide insight into the current best practices, tools, methods and strategies to embark on a customer centricity transformation and will end with a view into the future of customer engagement. The end goal of this session will be to convince all delegates about the business value of customer-centric thinking and to truly change our ways in how we look at customer engagement and customer loyalty - it is earned and awarded to the preferred brand based on how the customer experienced all forms of interaction with their brand of choice

Fees - Cape Town event (excluding VAT):

- MASA member, designated MASA member, non-designated, members of other marketing industry-related associations (Interdependent Partnership Forum members) - R750
- USB alumni - R375

**MASA Masterclass: Customer Engagement 27 Oct 2017:** 27 October 2017

**Time:** 08:00 - 13:00

**Venue:** University of Stellenbosch Business School, Cape Town

## More info:

University of Stellenbosch Business School