

The Customer Academy Diploma in Loyalty gives an invaluable amount of loyalty insight in just two days of loyalty training. During the two days of training, we provide you with all you need to know about loyalty programme strategy and development. We will discuss the evolution of loyalty and the fundamentals of developing your loyalty strategy, through to implementation.

Furthermore, we will provide you with the key considerations when designing a loyalty programme and share an 8-step process to designing and implementing commercially-viable loyalty programme for your business.



Completion of this Customer Academy Diploma in Loyalty awards the student with the globally recognised CADipL™ certification (CADipL™ = Customer Academy Diploma in Loyalty). Truth's Customer Academy Diploma in Loyalty is externally accredited by CPD. CPD certification provides global recognition for Continuous Professional Development.

Over 500 students across 20 countries have been professionally trained in loyalty and customer data through Truth's Customer Academy.



The host and master trainer is Amanda Cromhout, International Loyalty Personality of the Year 2023 and Author of *Blind Loyalty 101 loyalty concepts radically simplified*. Each attendee of the masterclass will receive a complimentary signed copy of *Blind Loyalty - 101 loyalty concepts radically simplified*.

## Who should attend

- Loyalty & CRM Managers involved in delivering a loyalty strategy/programme
- Marketing teams/individuals tasked with understanding the loyalty landscape to deliver a new loyalty programme
- Upskilling team members or new recruits
- Agency teams / Account Managers involved in delivering their client's loyalty initiatives / campaign
- Loyalty, CRM or POS technology vendors wanting to understand the benefits of delivering an innovative loyalty solution to best serve their clients

## Contact Us

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Date

**22 - 23 May 2024**



Time

**09.00 - 16.00**



Cost

**R12 999 ex VAT**



Location

**SANDTON HOTEL, JNB**

## key takeouts

- ✓ Understand the key strategic rationale for implementing a loyalty programme
- ✓ The fundamentals of customer centricity to define your loyalty strategy
- ✓ The key principles to drive and use your customer data / segmentation
- ✓ Loyalty programme design considerations & key criteria and globally loyalty trends
- ✓ The importance of member engagement and key communication requirements
- ✓ The roadmap of launching a programme and challenges (like fraud, etc.)
- ✓ The success factors of loyalty programme management
- ✓ Showcasing global brands leading loyalty industry excellence and innovation