WORKSHOP:

Demystify your customer data

truth
CUSTOMER. LEADERSHIP

Demystify your customer data

Join us for a full day customer data workshop, deep diving into key customer-led strategies to change the way you do business.

The best known customer led strategies involve inoculating your most profitable customers against the inevitable seduction of your competitors!

Sounds easy doesn't it? But how do you start such a strategy? Do you even know who your most profitable customers are?

Typically most data led organisations understand the need to identify different segments of their customer base to drive better marketing plans. However, there are so many organisations out there, which do not do any data led segment planning to derive stronger marketing results. For those organisations, we have the perfect starting block for you.

Learn how to leverage your customer data, beyond your marketing efforts.

Our 1-day customer loyalty data workshop will help you demystify the complexity associated with collecting and analysing customer data. We will help you identify key tactics to get you out the starting blocks to understand & leverage your customer data and share inspiring local and global case studies with you.

"Globally, retailers seem to follow a trend of the top 3% customers, yield approximately 20% of turnover. Amazingly, the gaming world tends to see their top 4% of customers are worth 58% of turnover." - Amanda Cromhout, Truth

DATE & TIME:
20 June 2019
8:30 – 16:00

PRICE:
Early bird: R3499 ex VAT
(valid until 7 June)
Normal price: R3999 ex VAT

VENUE:
Truth head office,
Cape Town

Limited places available. Register by emailing info@truth.co.za

What you will learn:

1. Understand the strategic importance of data
2. Learn about key definitions and methods used when referring to customer data analytics
3. Learn how to identify key indicators about who your most valuable customers are
4. Learn to interpret your customer data in a way to better inform business decisions, not just your marketing efforts
5. Define customer segmentation and how it can be applied to your day to day business activities
6. Learn how powerful customer centricity is and successful case studies
7. Understand the fine line between data accuracy and data integrity and the importance of getting it right

We look forward in seeing you at the workshop.

Regards,
The Truth Team