

# Truth's Customer Academy Diploma in Loyalty

We are delighted to announce our Customer Academy Diploma in Loyalty, 2 days of jam-packed loyalty training, in person, on 22-23 May 2024 at the Sandton Hotel in Johannesburg. This gives each successful student the personal certification of CADipLTM.

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 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.

Key take outs:

- 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

**Date:** 22 May 2024 to 23 May 2024

**Time:** 09:00 - 16:00

**Venue:** Sandton Hotel, Johannesburg

**Cost:** R12 999 ex VAT

**More info:**

Sandton Hotel

5 Benmore Rd, Benmore Gardens, Johannesburg, 2196