

ABOUT US

Loyalty Solutions Limited is a management consulting firm specializing in customer-focused business strategy. The firm offers bespoke consulting services, applications and technology to Nigerian firms.

We pride ourselves on a keen understanding of the particular market dynamics of the Nigerian retail business and consumer environment. We provide knowledge & insight based global best practice with a practical local frame work that enhances our clients' market performance and understanding.

Through our team of highly experienced professionals, as well as international resource personnel, we provide the knowledge base and practical training required to achieve our clients' customer related objectives.

COURSES

MONTH	COURSE TITLE	DURATION	LOCATION	COURSE FEE	DATE	FOR WHOM	LEVEL
FEBRUARY	Motivating Customers, The Psychology of Rewards	1 Day	Lagos, Nigeria	N85,000.00	24th February, 2012	Sales and Promotion Managers, Relationship Managers, Marketing Managers	Non-Executive
MARCH	Customer Churn Management: Preventing your Customers from Leaving	3 Days	Lagos, Nigeria	N245,000.00	14th to 16th March, 2012	Sales and Marketing Managers, Customer Relationship Managers, Customer Services Managers, Customer Churn Managers.	Executive
APRIL	Customer Loyalty Marketing	3 Days	Dubai, UAE	\$3,200.00 Residential Fee / \$2,400.00 Non Residential Fee	18th to 20th April, 2012	Segment Managers, Relationship Managers, Sales and Promotion Managers, Business Development Managers	Executive
MAY	The Customer Experience: Process Mapping and Optimization	2 Days	Lagos, Nigeria	N180,000.00	10th to 11th May, 2012	Relationship Managers, Marketing Managers, Sales and Customer Care Managers and Supervisors	Executive
	Strategic Marketing Management	2 Days	Lagos, Nigeria	N180,000.00	24th to 25th May, 2012	Sales and Marketing Managers	Executive
JUNE	Customer Service / Care Essentials	1 Day	Lagos, Nigeria	N85,000.00	8th June, 2012	Customer Service Staff.	Non-Executive
	Customer Acquisition and Retention	2 Days	Lagos, Nigeria	N150,000.00	28th to 29th June, 2012	Relationship Managers, Marketing Managers, Sales and Customer Care Managers and Supervisors	Non-Executive
JULY	Customer Relationship Management	3 days	Accra, Ghana	N300,000.00 Residential Fee / N210,000.00 Non-Residential Fee	18th to 20th July, 2012	Segment Managers, Relationship Managers Sales and Promotion Managers, Business Development Managers	Executive
SEPTEMBER	New Product Development: Techniques and Strategies	2 Days	Lagos, Nigeria	N180,000.00	6th to 7th September, 2012	Business Development Managers, Marketing Managers, Brand Managers. Managers Involved in Strategy Planning	Executive
	Customer Feedback 2.0: The VOC Impact	1 Day	Lagos, Nigeria	N85,000.00	21st September, 2012	Customer Service Staff, Account Officers	Non-Executive
OCTOBER	Relationship Marketing: Establishing Profitable Customer Relationships	1 Day	Lagos, Nigeria	N85,000.00	12th October, 2012	Relationship Managers, Marketing Managers Sales and Customer Care Managers and Supervisors	Non-Executive
	Customer Lifecycle Management	2 Days	Lagos, Nigeria	N150,000.00	25th to 26th October, 2012	Relationship Managers, Marketing Managers Sales and Customer Care Managers and Supervisors	Non-Executive
NOVEMBER	Strategic Service Management	2 Days	Lagos, Nigeria	N180,000.00	15th to 16th November, 2012	Relationship Managers, Marketing Managers, Sales and Customer Care Managers and Supervisors	Executive

All courses can be delivered on customized basis on request.

- All Course fees are exclusive of VAT.
- Loyalty Solutions Limited reserves the right to alter dates, contents, venues and trainers with a reasonable notice time.
- Group Bookings and Discounts Available.