

University of Pretoria Yearbook 2021

Customer centric strategy 855 (GIL 855)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

To create new wealth, an enterprise or start-up needs to be truly customer focused. What this means and how to go about achieving this is what this module is all about. First, we look at the principles and practice of customer-focused strategy, and how it differs from some of the traditional models being used, holding organisations back. Then, sessions will demonstrate how to uncover new “market spaces” and a tried and tested methodology called the “customer activity cycle” will be used to discover and uncover innovative products and services opportunities. The final part of the module looks at a systematic process for implementation of customer focus – i.e., making it happen. What shapes success and failure? What makes a person an energizer driving change? What kinds of teams are needed when, how to involve silos, how and with whom to partner? How to test new ideas, pace and prioritize, and how internal and market take-up and scale-up can be achieved and sustained.

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