



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Customer Loyalty and Retention Programmes

3 day course

Classroom, online or in-house

Course overview

Loyalty programmes frequently reward customers who were never going to leave, at a discount the business would not otherwise have given, and the resulting cost is defended by pointing at enrolment numbers. This course covers designing ones that change behaviour. Delegates work through the economics of retention against acquisition and the point at which keeping a customer stops being worth it, programme mechanics from points and tiers to surprise rewards and what each actually incentivises, and identifying which customers a programme should target rather than enrolling everybody. Data, consent and the personalisation customers accept are covered. Partner and coalition arrangements follow. Measurement is addressed honestly, including the control group that separates a programme's effect from what would have happened anyway.

What you will learn

- Compare the economics of retention against acquisition
- Judge when keeping a customer stops being worth the cost
- Design mechanics that incentivise the behaviour you want
- Target the customers a programme should influence rather than everybody
- Handle data, consent and personalisation customers accept
- Structure partner and coalition arrangements
- Measure effect against a control group rather than enrolment

Who should attend

- Marketing and customer relationship staff
- Retail, banking and telecommunications loyalty teams
- Customer experience and insight professionals
- Commercial and pricing managers
- Analysts measuring programme performance

Course outline

- 01 Rewarding customers who were staying anyway
- 02 Retention against acquisition economics
- 03 When retention stops being worth it
- 04 Points, tiers and surprise rewards
- 05 What each mechanic incentivises
- 06 Targeting the right customers
- 07 Data, consent and personalisation
- 08 Partners, coalitions and control group measurement

Upcoming dates

Dates	Venue	Format	Fee per delegate
7 to 9 October 2026	Maputo, Mozambique	Classroom	USD 995
9 to 11 November 2026	Johannesburg, South Africa	Classroom	R14,950
30 December 2026 to 1 January 2027	Online	Online	R6,500
4 to 6 January 2027	Mbabane, Eswatini	Classroom	R14,950



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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