

# Henley Business School Launches New Customer Management Safari Programme



Released on: September 9, 2009, 5:30 am

Author: [Henley Business School](#)

Industry: [Education](#)

Henley Business School has launched a new Customer Management Safari as part of its executive education programme. Aimed at business leaders who wish to re-address the way their organisation responds to - and engages with - their customers, this programme concentrates on deepening an organisation's understanding of its current and future customers. It also considers the impact of organisational climate on customer satisfaction and retention and the important role of people in the value creation process.

The [Customer Management Safari](#) will help successful participants understand and use a range of techniques to discover deep, rare, meaningful insights about customers that can form the basis of competitive advantage. Participants will also learn how to turn these insights into a customer management strategy that will deliver results.



The Customer Management Safari draws on ongoing business research by the Henley Centre for [Customer Management](#) giving every programme a unique view of customer relationships within the overall business process and that is linked to business management relevant to current business conditions.

Professor Moira Clark, Programme Director at Henley Business School, said: "Customer management is at a crucial point in its development and its strategic importance has never been greater for effective leadership. Achieving excellence in customer management means an organisation must become truly customer-centric; striving to understand the full range of factors that affect a customer's experience of the organisation and its products and services, seeking genuine, original insight into the needs and behaviours of those customers."

The three day residential programme includes assessing organisations against 15 proven success factors, reviewing the value of online social networking, establishing the type of customer management that would most enhance organisation's relationships, using new approaches to creatively segment customers, tailoring

propositions to respond in appropriate and timely ways to the needs of those segments and discovering how to create effective leadership for cross-functional, customer-centric working within your organisation.

The Customer Management Safari is a new addition to the Henley Business School [open executive development programmes](#), and a part of the highly successful range of programmes and services offered by Henley Business School [Executive Education](#), which include both customised and tailored qualification programmes. These management courses and leadership courses are highly practical, designed to create immediate impact and make a real difference back in the work environment.

**About Henley Business School** was formed on 1st August 2008 from the merger of Henley Management College, itself founded in 1945, and the Business School at the University of Reading. It is one of the longest established Business Schools and the world's third largest supplier of MBA education. It delivers business management training to managers in more than 140 countries worldwide with around 7,000 people studying at any one time.

Henley Business School is one of Europe's largest full service business schools and offers a comprehensive range of management programmes from undergraduate to board level.

Encompassing the world-ranked Henley MBA, executive and distance learning MBAs, DBAs, PhDs, MScs, BScs, BAs and its internationally renowned open and tailored executive education, it provides learning and development opportunities from the start of a career through to senior executive levels, from developing strategy to managing change and achieving sustainable, responsible success. With expertise in the development and delivery of solutions to the management and leadership challenges of our times, it is also one of the very few international business schools to hold triple accredited status (AMBA, EQUIS, AACSB).

**PR Contact Details:**

Judith Hunt  
Communications Management  
Calverton House  
2 Harpenden Road  
St. Albans  
AL3 5AB  
+44 1727 737989  
[www.henley.reading.ac.uk](http://www.henley.reading.ac.uk)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)