INSTITUTE OF DIRECTORS KENYA

EXCEPTIONAL CUSTOMER SERVICE (ECS) CONCEPT NOTE

1. Background

Customer experience is not just a frontline issue—it is a strategic imperative. Boards and senior management must drive a culture where both internal and external customer satisfaction are embedded into business operations and decision-making.

The Exceptional Customer Service (ECS) program is designed to help directors, executives, and senior managers appreciate the business case for customer-centric leadership. It equips participants with frameworks and practical strategies for understanding customer needs, fostering service excellence, and linking customer satisfaction to long-term business sustainability.

- **Theme:** Embedding Customer-Centricity into Board and Management Culture
- **Date:** 29th – 31st October 2025
- **Venue**: Sopa Lodge, Naivasha
- **Fee:** KES 65,000
- **CPD Points:** 5

2. Objective

- To explore the role of leadership in embedding a customer-first culture
- To understand evolving customer expectations and behaviors
- To link internal service culture to external customer satisfaction
- To develop service standards that drive loyalty, referrals, and brand reputation
- To build board and management accountability in service outcomes

3. This seminar is designed for:

This program is ideal for:

- Board Members and Committee Chairs
- CEOs and Functional Heads
- Customer Experience and Operations Managers
- HR and Internal Service Leaders
- Public Sector Executives keen on improving service delivery

4. Learning Themes and Topics

- The Strategic Value of Customer-Centric Leadership.
- Understanding Customer Journeys and Service Gaps.
- Internal Customers: The Missing Link in Service Excellence.
- Leading by Example: How Leaders Shape Service Culture.
- Creating and Monitoring Service Standards at Board Level.
- Measuring Satisfaction and Loyalty – Tools and Metrics.
- Case Studies in Transforming Service Through Governance.

5. Expected Outcomes

Participants will leave with:

• A clear understanding of customer service as a strategic function
• Tools to influence service design and delivery from the board level
• Insights into aligning people, processes, and systems for better customer outcomes
• Renewed commitment to lead and inspire customer-focused teams

6. Methodology

The program will feature facilitator-led sessions, real-world case studies, group discussions, and role-based simulations. Participants will engage in reflective exercises to identify gaps in their own institutions and co-develop solutions with peers.

7. Participation Fee

The participation fee is KES 65,000 per person (exclusive of VAT) and includes:

- Seminar facilitation and learning materials
- Lunch and refreshments for all seminar days
- Certificate of participation

Note: Participants are responsible for their travel and accommodation arrangements.

8. Contact Information

For registration or more information, please contact:
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