



In association with  
**GBS NEXUS**

# CUSTOMER EXPERIENCE

## World Class CX Contact Centres

CX Contact Centre Management & Leadership Development Seminar

"I help Decision Makers  
to make Good Decisions about CX & BPO Contact Centres"



**Harare, February 19th and 20th, 2026**

Setting-up and operating a true "World Class" CX Call Centre, BPO Centre, Contact Centre or Customer Interaction Centre requires the right combination of four critical elements....

Winning Strategies • Effective & Efficient Processes • Skilled & Dedicated People • Appropriate Technologies

**BOOK YOUR PLACE NOW**



For more information or to book your place contact the Customer Experience Association of Zimbabwe. Aquiline Mazhawidza [aquiline@cxaz.org](mailto:aquiline@cxaz.org)

### FREE eBooks

All delegates will receive a set of 8 CX and contact centre eBooks written by Rod Jones and free and unlimited access to a massive CX and Contact centre knowledge library.



## WHAT DELEGATES WILL LEARN

In this jam-packed, highly interactive seminar, participants will gain a thorough knowledge and understanding of the very latest globally recognised 'best practices' in terms of strategies, trends, organisational structure, management techniques, technologies, and a whole lot more.

The following are some of the main topics covered in these rapid-fire information and knowledge-sharing seminars.

The actual programme and content may vary.

- What is a World Class CX Contact Centre?
- Global Trends in Customer Service and Call Centres.
- Digital Migration Trends
- Strategies for Success
- The Customer Experience
- Customer Experience Journeys and Mapping
- Customer Loyalty
- Customer Retention / Value of
- Customer Satisfaction Index
- Net Promotor Score™
- Customer Effort Score
- Word-of-Mouth Index (WOMI™)
- Customer Relationship Management
- The impact of Social Media
- The impact of AI on CX contact centres
- Business Process Design & Mapping
- Essential Operational KPIs
- Operational & Interaction Analytics
- Transforming Management Reporting
- Activity-Based Costing & Financial Modelling
- Organisational Structure for Contact Centres
- Basic Contact Centre Technologies
- **NEW** Advanced Omnichannel Digital Technologies & How to use them
- Manpower: Recruitment, Selection, Training, Motivation and Retention
- Total Quality Management
- Assessing, Auditing & Benchmarking

## ABOUT ROD JONES Veteran Facilitator

This powerful seminar has been developed and is personally presented by Rod Jones, an internationally respected contact centre expert and veteran with over 45 years of practical experience in the Direct Marketing, CRM, Customer Experience, Customer Services and Call Centre industries. Rod has served on the boards of numerous professional bodies including The Direct Marketing Association of SA (DMA). Rod has acted on behalf of the South African national contact centre and BPO body, BPESA as an overseeing judge in various annual Contact Centre Awards including his role as a judge in the 2019, 2022, 2023 and 2024 BPESA Awards. In 2006/7 Rod chaired an industry committee that played a part in developing the SABS South African National Contact Centre Standards. He continues to advise the Standards Committee on matters relating to contact centre standards and also served as chairman of the Direct Marketing Association TeleServices Council. Rod was the founding Chairman and held positions on the Board of the Independent Contact Centre Consultants Association, ICCCA. He is also an accredited member of the CCXConsult Network.

An accomplished public speaker, Rod regularly presents papers, seminars and workshops and corporate training on various aspects of strategic marketing, call centres, contact centres and customer relationship management. Rod is well known for his hugely energetic and humorous presentation style.

As a widely recognised contact centre industry analyst and specialist consultant, Rod provides an extensive range of professional services concentrating on the strategic and planning issues of Customer Management, Call Centres and telephony and marketing. His clients include a number of blue-chip South African companies and parastatal bodies as well as organisations in Botswana, Kenya, Namibia, Uganda, New Zealand and the UK.

In May 2024, Rod was presented with the prestigious CXOutsourcers Lifetime Achievement Award for his support and services to the global CX and BPO industry.

To date the Rod Jones Contact Centre MasterClass seminars have been attended by almost 5000 delegates in 14 countries.

### FOR MORE INFORMATION

Please visit my website for more information and also for locations and dates of forthcoming Master-Class seminars and about our range of professional services. [www.rodjones.co.za](http://www.rodjones.co.za) [rod@rodjones.co.za](mailto:rod@rodjones.co.za)



# THIS SEMINAR WILL BENEFIT THE ENTIRE ORGANISATION

Most successful organisations have recognised that in order to achieve sustainable success it is vital that they become totally 'Customer Focused' and simultaneously that they address and rectify the basic loss drivers.

The development of an enterprise-wide Customer Relationship Management (CRM) programme and Customer Experience Management (Cx) and a new or re-developed or optimised customer service centre, call centre or contact centre will require the endorsement and support of the highest level of executive management. The same applies to the re-development or restructuring or expanding of an existing call centre or contact centre.

Only when the organisation's Strategies, Programmes (e.g. Marketing), People, Business Processes and Enabling Technologies are aligned to one another can the following Key Strategic Initiatives be achieved:

- Reduce or contain costs
- Increase Revenues or Profitability
- Increase Operational Efficiencies
- Increase Measurable Customer Satisfaction

*Delegates attending this seminar will learn how to apply and how to share their new knowledge to the benefit of the entire organisation.*

## SEMINAR FORMAT

The format of this seminar is a high-energy, interactive session that involves delegates and their specific operational issues and challenges. The sharing of non-competitive ideas, techniques and knowledge amongst delegates is encouraged in this energetic, facilitated environment.

There is a massive volume of valuable content to be covered and shared, and as such the pace is extremely fast. Delegates are provided with a comprehensive workbook and a link to download the entire PowerPoint™ slide deck plus video clips and several hundred support documents for later reading as well as given free, unlimited access to the extensive 'Know IT' contact centre information library.



## WHO SHOULD ATTEND

- Project Leaders & Managers (New or redeveloping contact centres)
- Contact Centre Managers
- Operations Managers
- Supervisors and Team Leaders
- Quality Assurance Specialists
- WFM Specialists
- Recruitment & Training Managers
- IT Managers & Technical Support
- Sales & Marketing professionals
- BPO Operations Managers
- Government Agencies (ICT sector development and FDI development)

## WHAT PREVIOUS DELEGATES HAVE TO SAY

"The MasterClass with Rod Jones, a globally renowned Contact Centre Industry expert was indeed a wise investment of time and resources. The depth of the content, discussions held coupled with the practical examples discussed was invaluable to me in informing our organisation's future CX Transformation agenda!" **Otis Makahamadze: CCEO - OmniContact BPO Services**

"The seminar set a new tone and passion for our contact centre. Lots of valuable information and great and easy-to-understand concepts." **Tebogo Toteng. Water Utilities Corporation, Botswana**

"Even if you are a seasoned Contact Centre Professional, this Master Class will give you pointers on how to up your game in your organisation. The shared knowledge and techniques is invaluable." **Naseema Moorgas - Eskom**

"The feedback from the Team Leaders as they came back onto the floor has been phenomenal! They seem to really have taken their approach to leadership to a new level, and are enthused with energy and focus. It's really great to see them apply themselves and the broader aspects of leadership they took away from the seminar, out on the operating floor." **Marco Rihm—Divisional Head – Webhelp Cape Town**

"Contents of seminar is excellent and covers important aspects to manage a contact centre." **Kumesh Pillai—Medscheme**

Our Quality Assurance Manager came back from the MasterClass with new vigour and a wealth of your learnings and ideas which he successfully implemented. In a very short time we could see the results and reap the benefits from optimising the QAM's role. The impact is felt across all functions in the Contact Centre and the Agents embraced the changes - which led to improved customer service! **Estelle van Zyl Contact Centre Manager Sasol Oil**

"I have been in a call centre environment for approximately 4 years, and the insights I received with regards to the industry in this 2 day seminar was exceptional and far more beneficial to me. A definite great result." **Raziya Moosa - Nedbank NCC Contact Centre**

"This is awesome stuff, well presented and it has given me a thorough understanding of what makes a successful contact centre." **Thabo Dipate. FNB Contact Centre**

"The Rod Jones CX Contact Centre Management and Leadership Development Master Class is a global qualification that offers a structured training methodology backed by fresh research in CX and contact centre management. The programme provides a clear view of what matters to customers, where to focus and how to keep the customer experience high on the list of strategic priorities. This programme is endorsed and highly recommended by the Chartered Institute of Customer Management for its unique value proposition."

**Charlene M.Chibonda CICM Regional Manager**