

STANDARD BANK AND THE UCT GSB

BUILDING CLIENT-CENTRICITY FOR GROWTH IN AFRICA

Executive Summary

The Masterclass in Strategic Client Management Programme (MSCMP) is a customised executive education learning intervention co-designed by the University of Cape Town Graduate School of Business (UCT GSB) and the Standard Bank Group (SBG). It has been delivered since 2014.

This highly successful programme has evolved over time to meet the specific needs of Standard Bank with the overarching aim of enabling Corporate and Investment Banking (CIB) managers to enhance and improve their strategic client engagement, thus increasing value for clients as well as for Standard Bank. Customer-centricity is at the heart of the programme. Delegates gain a common language around customer-centricity as well as a toolkit and practice opportunities to effectively apply what they learn in the world of work .

The programme is designed and delivered in South Africa and has welcomed delegates from 17 African countries. To date, a total of 398 delegates have completed the MSCMP over 19 cohorts.

Feedback gained from a return on investment survey, conducted in 2017, indicates that Standard Bank has experienced significant benefits at multiple levels as a result of the programme, most notably in the overall business impact and value for their business.

FIGURE 1: MSCMP'S FOCUS AND IMPACT

