REGISTRATION OPEN

CUSTOMER SERVICE WEEK 2026 · 8 OCTOBER 2026 · MASERU

THE BLACK HERON GROUP
FOR THOSE WHO MOVE WORLDS

The Lesotho CX Masterclass Series

Information Brochure for Delegates & Partners

“FOR THOSE WHO MOVE WORLDS”

The Black Heron Group · Media & Corporate Consulting · Maseru, Lesotho

01 · WELCOME

On a scale of 0–10, how likely is your customer to recommend you?

If you don’t know the number, this day is for you.

Every business in Lesotho says it goes the extra mile for its customers. Almost none of them can put a number on it. The Lesotho CX Masterclass Series is one working day built to close that gap — not a conference, not a motivational talk, but a hands-on course in how to actually measure customer experience and use it to make better decisions.

It runs 8 October 2026 in Maseru, timed to Global Customer Service Week and its 2026 theme, “The Extra Mile.” It is deliberately small — 25 seats, not 250 — so you leave having actually done the work, not just watched a slide.

1	25	3	M5,500
WORKING DAY	SEATS ONLY	FACILITATORS	FULL DAY

> **Built by people who have actually built and used this in Lesotho — not a course borrowed wholesale from somewhere else and dropped in.**

02 · WHAT YOU'LL WALK AWAY WITH

Skills you use on Monday morning

This is not theory you file away. Every session is built around something you can take back to your desk and use immediately.

- **The five customer experience measures** — what each one actually captures, and what it means for revenue, retention and cost when it moves.
- **How to build a CX dashboard** — not just what to measure, but how to see it, report it, and put it in front of your own leadership.
- **What actually goes into a good survey** — question design, sampling and timing, so the numbers you collect are ones people can trust.
- **A live look at a working CX platform** — Kutloisiso Mona of Business Software Craftsmen walks through SurveyCraft's channels and workflow live, not a slide, so you can see what good tooling actually looks like.
- **How a closed-loop system works** — how one customer's complaint becomes a flagged case, a routed action and a resolution, not a number that disappears into a spreadsheet.
- **A case for CX as a strategy conversation** — language and evidence to take customer experience into a conversation with your own Exco or board, not just your service desk.

> **Who this is for:** call centre and customer service managers, CX and service quality leads, marketing and insights managers with voice-of-customer responsibility, and operations and digital channel owners across banking, insurance, telecoms, utilities, retail and public-facing agencies.

03 · THE PROGRAM

One day, three people, one thing to learn

Morning · Strategy, and Why CX Is a Board Question

Opening — The Strategy Link

Mamello Phomane and Lerato Mphaka open the day together, making the case that customer experience belongs on the strategy and board agenda, not just the service desk. Mamello leads this from her own experience sitting on an executive committee and board.

Core Session — CX Measures & the Bottom Line

Lerato Mphaka leads the main teaching of the day: the five customer experience measures, what each one captures, and what each one means for revenue, retention and cost when it moves. This is the session the day is built around.

Afternoon · Building the Dashboards, Then the Platform, Live

Dashboards — How You Build Them

Still led by Lerato: building the dashboards that report the five measures, and what actually goes into designing a survey worth putting on one — question design, sampling, timing.

Closing — The Platform, Live

Kutloisiso Mona, Founder and CEO of Business Software Craftsmen, closes with a live demonstration of the SurveyCraft platform: the channels a business can run surveys through, and the closed-loop system — how a response becomes a flagged case, a routed action and a resolution.

04 · FACULTY

Three people, each covering a different part

Mamello Phomane — Strategy Faculty & Series Host

Managing Director-level experience from Lesotho’s financial services sector, with 20 years on the executive committee, including as Chief Operating Officer and Head of Corporate Business at a major insurer. Holds an MBL and a postgraduate diploma in Human Resources Management. Opens the series from her own experience sitting in the room where a board decides what counts as a priority.

Lerato Mphaka — Faculty Lead, CX Measures & Dashboards

15 years across Lesotho’s banking, telecoms and insurance sectors. Leads the main teaching of the series: the five CX measures and what they mean for the bottom line, then the build — how the dashboards are put together and what goes into designing a survey worth putting on one.

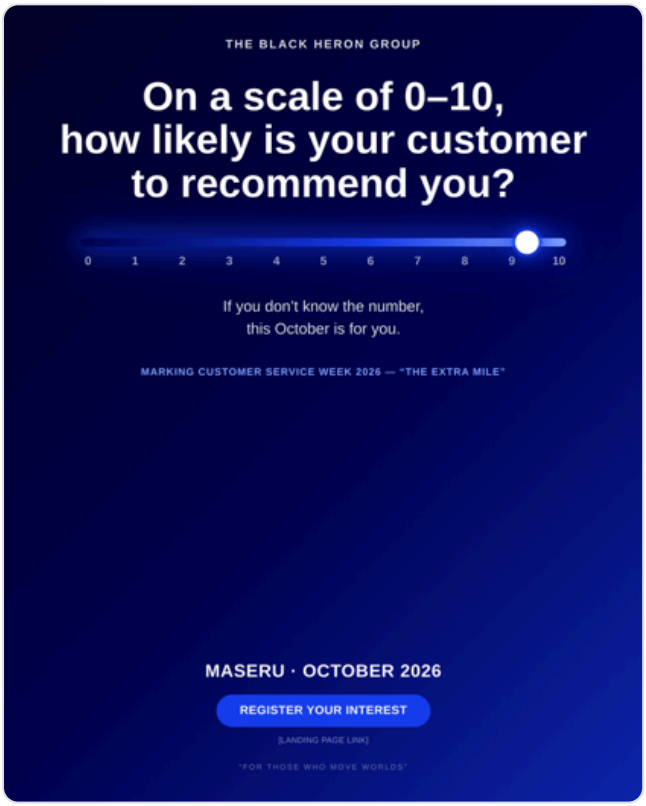
Kutloisiso Mona — Founder & CEO, Business Software Craftsmen; Closing Demonstration

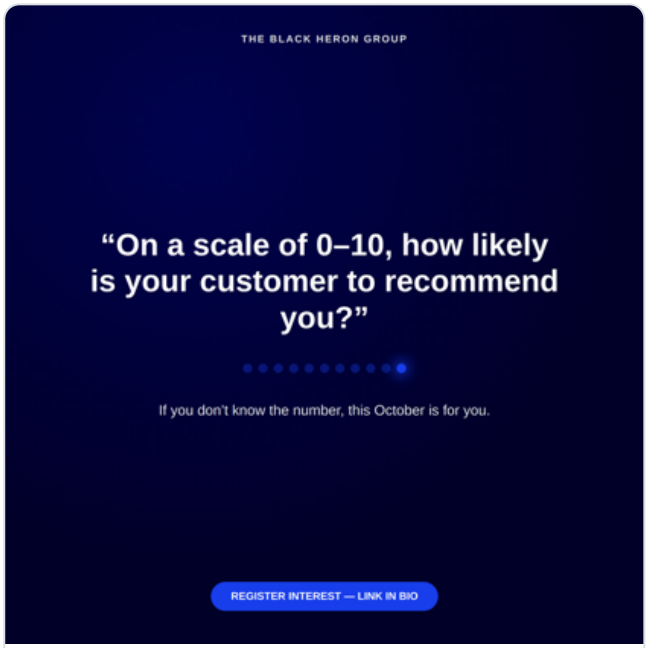
Closes the day with a live walkthrough of the SurveyCraft platform, focused on the channels a business can run surveys through, and the closed-loop system — how a single response becomes a flagged case, a routed action and a resolution.

05 · WHAT YOU'RE AWARDED

What you take home, beyond the notes

- ✓ **A Black Heron Group Certificate of Completion** — recognising you have completed the full series.
- ✓ **A CX toolkit** — the measurement framework and dashboard templates used in the series, to take back to your own team.
- ✓ **A delegate pack** — session materials for the day.
- ✓ **A campaign-branded goodie bag** — built around the series' own "the scale" motif.
- ✓ **Catering on the day** — tea and lunch, on us.
- ✓ **A room of peers** — 25 delegates drawn from banking, insurance, telecoms, utilities, retail and public-facing agencies across Lesotho.





06 · WHY LESOTHO, WHY NOW

Why fly out, when this is happening in Maseru?

A comparable programme in the region runs M12,000 or more once you add flights and a hotel. This one is in Maseru — no travel, no time out of the country, no visa.

Built here, for here

Measurement tools designed elsewhere don’t always fit Lesotho’s market, its mix of service channels, or the local cost of getting it wrong. This series is built by people who have run and used these measures inside Lesotho’s own banking, telecoms and insurance sectors — not adapted from somewhere else after the fact.

A genuinely small room

Capped at 25 seats on purpose. You get real access to the faculty and real time to work through the material, not a lecture hall you watch from the back row.

A peer network you’ll actually use

Twenty-five people in one room, drawn from banking, insurance, telecoms, utilities, retail and public-facing agencies across Lesotho — people solving the same problems you are, in the same market you operate in.

07 · INVESTMENT

M5,500 for the full day

M5,500

FULL DAY · PER DELEGATE · ONE PRICE, NO TIERS

That covers the full working day, catering, your delegate pack and toolkit, certification, and a campaign-branded goodie bag — everything on the previous page. A comparable regional programme runs M12,000 or more once travel is added; this is under half that, with no flight or hotel to book.

> **Weighed against the cost of one customer decision made on a guess instead of a number, M5,500 is a small line item for a skill you keep using long after the day is over.**

Seats are capped at 25. This is not a marketing line — the room is genuinely limited, and it fills from a single network. Registering early is the only way to guarantee a seat.

08 · HOW TO REGISTER

Reserve your seat

REGISTER

lesotho-cx-masterclass.netlify.app

Seats are confirmed on a first-come basis, capped at 25. Full payment secures your place.

QUESTIONS ABOUT THE PROGRAM OR REGISTRATION

Lerato Mphaka · leratomphaka@the-bhg.com

Programme content, delegate registration, group bookings.

SPONSORSHIP & PARTNERSHIP ENQUIRIES

Mamello Phomane · mamellophomane@the-bhg.com

Interested in sponsoring a delegate, backing the series, or partnering with The Black Heron Group on a future edition — get in touch directly.

Group bookings: sending more than one delegate from your organisation? Contact Lerato directly to discuss availability.



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