



LUMS

Rausing Executive  
Development Centre

# TRANSFORMING CUSTOMER EXPERIENCES

December 1 - 4, 2025

Suleman Dawood  
School of Business

The ever-evolving business landscape, intense competition, and consumer preferences have reshaped how organisations function. In this dynamic setting, customers have gained significant power, emphasising businesses' need to meet their explicit and implicit needs. Organisations must embrace agility and cultivate a robust culture and mechanisms centred around their customers to thrive.

This programme emphasises developing a culture with customer-centric innovation to provide exceptional value and stand out in the customer-driven competitive landscape. The programme offers the opportunity to reassess your strategic choices and business model in alignment with the demands and expectations of your customers.





## BENEFITS

The programme equips the participants with tools and techniques to identify and bridge gaps in meeting customer needs and design value propositions and service strategies to maximise customer value. The programme will help participants to:

- Develop and reinforce a customer-focused culture in a disruptive environment.
- Realise the power of customers amidst globalisation.
- Align your product and service delivery with the needs of customers.
- Learn effective techniques for bringing the voice of the customer into your product development process.
- Enhance customer lifetime value by developing a compelling value proposition.
- Employ analytics to create value through human-centred service design.
- Leverage customer journeys attuned to evolving customer requirements.
- Build competitive differentiation through understanding the customer journey and experience.
- Create innovative value to differentiate your products and services.
- Inspire and engage your employees, empowering them with customer insights.
- Invest in technology to improve customer interactions.
- Leverage artificial intelligence for enhanced customer experience.

## WHO SHOULD ATTEND

Middle to senior level executives who want to transform their organisation into a highly customer-centric market leader. Executives responsible for customer experience, engagement or new business development.

# PROGRAMME DIRECTORS



**JAMSHED HASAN KHAN**

*Professor Emeritus*

*PhD, University of Texas at Arlington*

Research Interests:

Productivity; Quality Management; Supply Chain Management; Six Sigma; Project Management; Strategy; Developing a Customer Centric Culture



**SULEMAN SHAHID**

*Associate Professor, Computer Science*

*PhD, Tilburg University*

Research Interests:

Computer Human Interaction; User Experience Design and Strategy; Design-Driven Innovation; Digital Experience for Next Billion Users (ICT4D) and Assistive Digital Technologies for Children and Elderly





## APPLICATION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/programme-calendar>

## PROGRAMME & RESIDENTIAL FEE

The programme fee of PKR 250,000 includes tuition cost, reading materials, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 100,000. It includes accommodation, breakfast, and dinner for the duration of the programme. However, any extra charges such as telephones, laundry, extra meals, etc. should be paid on departure. You may check in on the evening preceding the start date of the programme and check out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

## DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 10% discount on the programme fee.

## PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque, or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
  - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e., 1058674001802223140. However, the programme fee can also be paid via bank transfer.

If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing  
Rausing Executive Development Centre  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA Lahore Cantt Pakistan

*\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax-deductible/collectable.*

Note: REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, the university will refund the registration fee but will not be responsible for any other related charges/expenses, including cancellation/change charges by airline and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.



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