

COMPANY OVERVIEW

A shift from the transactional to the transformational.

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The HOW that serves our
purpose as a company.

OUR COMPANY

A purpose-driven company
cultivating people-centric
cultures through research
blended learning
& progressive
measurement.

The RCA logo is a blue circle with the letters "RCA" in white, bold, sans-serif font. It is positioned in the center of a vertical rectangular area that features a background image of a waterfall cascading down a lush, green, mossy cliff. The waterfall is partially obscured by a semi-transparent blue rectangle, and the RCA logo is overlaid on this rectangle. The overall composition is split vertically, with the left side being white and the right side featuring the waterfall image and the RCA logo.

RCA

WHAT WE BELIEVE

CULTURE DETERMINES CUSTOMER VALUE

We have learnt that company culture is what distinguishes average (transactional) experiences from the truly memorable (transformational).

CULTURE IS A FUNCTION OF REPITITION

Building a resolute and integrated company culture is achieved through on-going, structured and intentional reinforcement.

GREAT EXPERIENCES ARE EMOTIONAL

Our data over the last 10 years has served to prove that customers return to experiences where authentic emotion was evoked.

OUR NUMBERS

1600+

BRANDS AUDITED

200 000+

LEARNERS TRAINED

6

COUNTRIES COVERED



CLIENTS WE LOVE WORKING WITH

Organisations that we have enjoyed
significant success with can be

defined as:

**Purpose-led,
Collaborative,
Open-minded,
Aspirational,
Forward-thinking,
People-centric,
Culture-focused.**

HOTELS & LODGES

- The Saxon
- Ellerman House
- TAJ Hotels
- Great Plains Lodges (Botswana, Kenya & Zimbabwe)

WINE ESTATES

- Anthonij Rupert Wine Estate
- La Motte
- Distell
- DGB
- Waterford Estate

GOLF RESORTS & ESTATES

- Pearl Valley
- Steenberg
- Bryanston Country Club
- Mount Edgecombe
- Zimbali

RETAILERS

- Sportsmans Warehouse
- Coricraft
- Samsonite
- Adidas
- Le Creuset
- Dial a Bed

DESTINATIONS

- Canal Walk
- Somerset Mall
- V&A Waterfront
- CapeGate

OUR CLIENT
LANDSCAPE



1) ESTABLISH TRUTH

Introductory engagements with stakeholders to ascertain the current reality in relation to internal culture as well as the external customer value proposition.

2) DEFINE VALUE

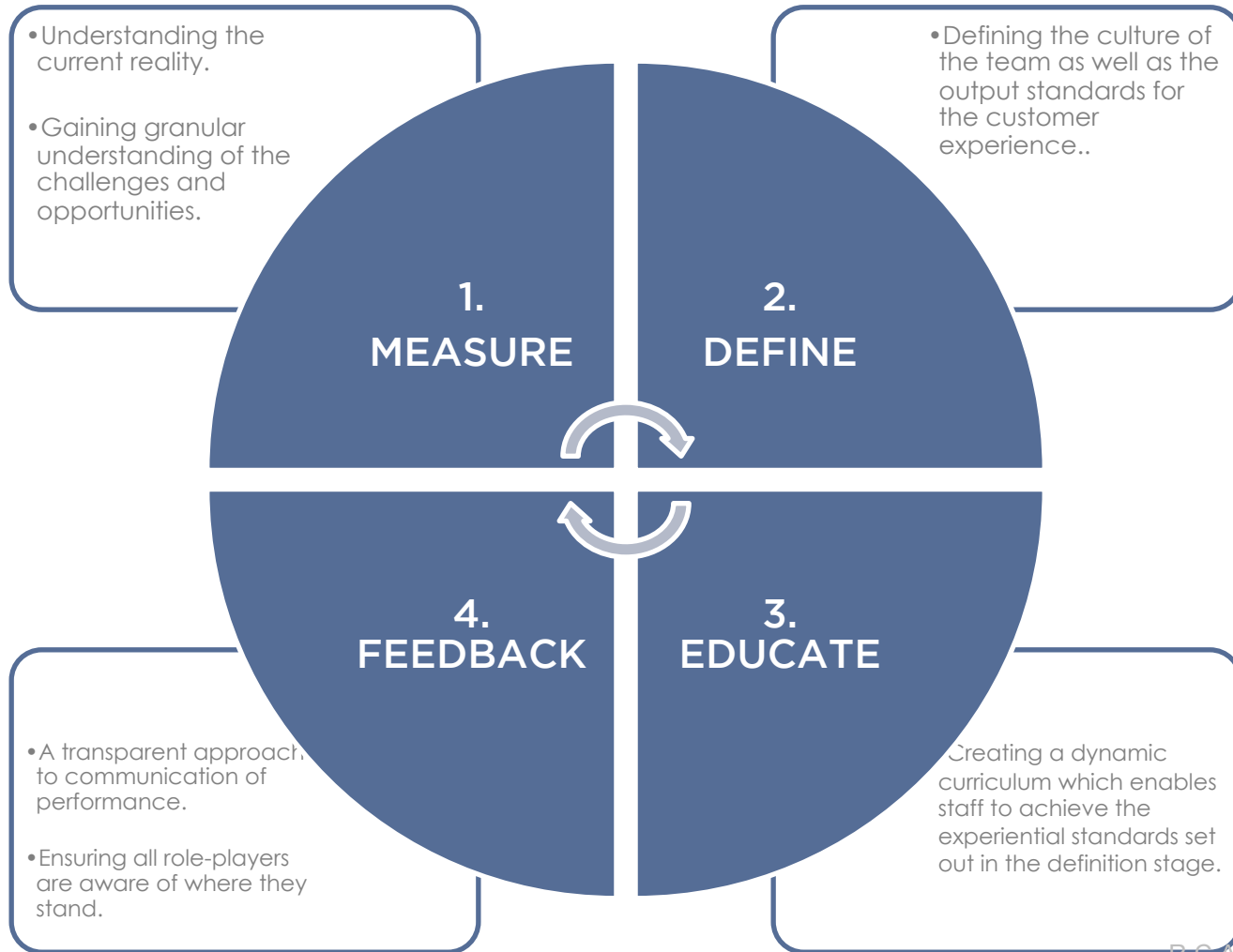
Curating a culture commitment as well as a congruent customer journey map which speaks to the key success factors of the offering.



3) CULTIVATE COMPETENCY & ACCOUNTABILITY

Building and operating a white-labelled, blended learning & measurement programme which eliminates the deficit between strategic expectation and the actual value felt by the customer.

OUR METHODOLOGY



OUR DELIVERABLES

RESEARCH

RCA engages with relevant stakeholders to understand the current reality in contrast to the envisaged customer value proposition.

We believe that research is the door to revealing the truth but that the real value lies in what one does with the information.

STRATEGY

Our strategy work operates at two key levels:

- 1) Internal Culture Mapping
- 2) External Customer Experience Mapping

The expectations articulated in this process form the basis for the training and measurement deliverables which follow.

BLENDED LEARNING

RCA delivers a comprehensive digital and live blended learning solution to ensure that all role players within the customer experience are provided with the critical tools to meet and exceed performance expectations.

PERFORMANCE MANAGEMENT

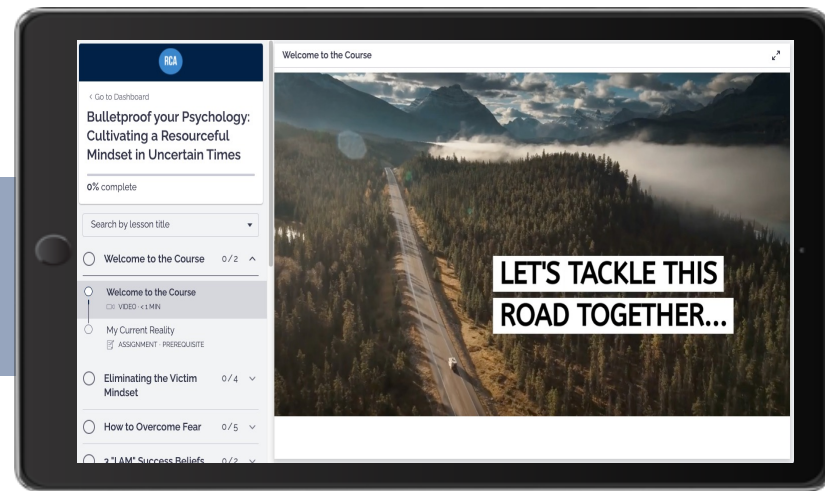
Through the means of on-going mystery shopping as well as tailored appraisal mechanisms, all role players are kept accountable to the pre-determined standards created in the strategy phase.

WHITE LABEL DIGITAL LEARNING



RCA

Developing tailored learning
content **aligned to the
standards of your Customer
Journey.**



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