



Dr. Sonja Fourie

📞 079 514 0622

✉️ sonja@customersciencelab.com

🌐 www.customersciencelab.com

About Me

I am the founder of Customer Science Lab Pty Ltd focusing on driving sustainable profitability through data-lead strategies, utilizing advanced analytics in the fields of customer and employee asset value.

I am passionate about innovation and creating customer value through meaningful customer experiences and emotional connections that develop customer relationships through integrated digital customer journeys and advanced technologies like AI, ML and RPA. I have a specialisation in loyalty/reward program design through to strategic launch and operational management. My career has been marked by the launch of a number of disruptive propositions in the market being distribution systems, co-branded credit cards in Africa and credit card propositions internationally. I believe in the holistic development of people and teams to advance skillsets and become internationally connected to platforms of intelligence. My experience in a number of blue chip companies is evidenced by very successfully implementing strategic change at scale.



Achievements

Considerable ROI improvements

Restructuring the Absa Rewards program to drive behaviours (integrated digital customer experiences) and shareholder value positioning the value of cash back vs points in the consumer's mind.

Voyager balance sheet liability restructured

Redesigning miles valuation structure on Voyager for SAA leading world best practice in international markets and delivering IFRIC 13 liability requirements.

Largest Market Share

Instrumental in the set-up of the JV with ABSA, positioning Woolworths and WRewards as a very prominent retailer enabled for integrated financial services.

Market Disruption - Product Launch

Launched the first Africa currency credit card for Standard Bank in Botswana within 3 months and first co-branded card in Africa outside of South Africa (Namibia) partnering with MTC (cellular provider).

Market Disruption - Customer Experience

Redesigning the secured card delivery service through Mounties (which redefined the card delivery market in SA), saving 80% pa on operational costs and improving customer service levels.

Market Disruption - Platform Enablement

Launched CAMS2 credit card platform for Nedbank with responsibility of all technology and process testing and integrated design across all channels and customer journeys enabling configurable credit card product launches. The solution was outsourced to a Swiss Bank.

Academic Profile

- UP, PhD (Academic Honorary Colours)
- WITS Business School, MBA Cum Laude (Top 10)
- RAU, B.Sc Hons Cum Laude Mathematics
- RAU, B.Sc. Mathematics, Computer Science and Chemistry
- Hoogenhout, Matric Seven distinctions, head girl.

Publications

- "The relationship between sports sponsorships and corporate financial returns in South Africa" by Julian Blake, Sonja Fourie and Michael Goldman, International Journal of Sports Marketing and Sponsorship (IJSMS), Vol 20, (1) 2019.
- Thesis "Customer perceived benefits and loyalty programme effectiveness in the financial services industry" submitted as part of PhD at GIBS.

Presentations

- 39th Annual ISMS Marketing Science Conference, University of Southern California USC, Los Angeles, 7-10 July 2017.
- Emerging Markets Conference Board (EMCB) conference, WITS Business School, Johannesburg, 4-7 April 2018.
- 8th Annual Enhancing Customer Loyalty and Retention conference in Barcelona, 5-7 June 2018.



Skills and Capabilities

Loyalty Program Business Management

Strategy development, implementation, program design, modelling, driving customer behaviours and stronger relationships thereby maximizing assets for the company and CLV, Operations and Marketing

Toolsets & Platforms

PHD, various platform enablers

Digital

Enablement, design, UX, wireframing, customer journey optimization across channels

Toolsets & Platforms

Apple & Samsung app development within 6-8 weeks. Support channel interface design. MegaU and mobile banking app customer journey improvements

Advanced Card Issuing, Acquiring and Payments

Strategic planning, Strategy executions, Mobile payments, Mobile Banking and Operations

Toolsets & Platforms

MasterPass, Patternmatched

Replatforming - Strategic IT Project Delivery

CAMS2 Customer journey across all customer channel development including end-to-end process design & Costing (Six Sigma) and integration with BI/MI, end-to-end testing and launch. Multi-currency platform enablement across all customer channels and integration with country GL

Toolsets & Platforms

CAMS2
Six Sigma
Process mapping

Strategic Enterprise Programme Management

Year 2000 project for the Nedcor Group

Toolsets & Platforms

Windows Project Management, Enterprise Project prioritization Funnel and Gates

Data Analytics

Data Warehouse strategy development, MI/BI design and implementation. Advanced analytics and financial modelling. Master Data Management - Central customer database design

Toolsets & Platforms

Terradata, SQL, Excel, SPSS, Amos, Oracle, Structured Equation Modelling, Regression modelling, Cluster Analysis

Application Development and Operational Management

Formal SDLC and Methodology, Data design, Process design, Application development, Project Management, Implementation, Operational support

Toolsets & Platforms

ICL, VME, Quickbuild, Cobol, Oracle, Unix, IBM, SQL, JAD, RAD

Level

Career Path

- ***** Strategic Business Unit Management: Loyalty.
- ***** Strategic Business Unit Management: Card Issuing and Acquiring.
- **** Strategic Enterprise Programme Management.
- *** Enterprise Data Warehouse Strategy, Architecture and Implementation.
- ***** Operations.
- **** Strategic IT Application development BC, Design through to Implementation.
- *** Consultancy.

