



# Customer Experience Update

## keep employees in the know

Practicing customer experience is, in and of itself, a change management procedure. It is a journey until the transformation becomes the method of doing business. Communication is essential for securing employee buy-in and adoption, as well as educating workers about the upcoming changes.



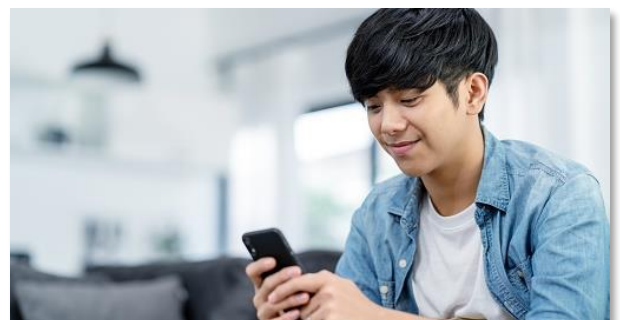
## An online update keeps everyone informed and involved

For an effective customer experience implementation, a compelling internal communication strategy is required. Employees begin to ignore change when they do not see it or hear about the progress that is being made; they definitely do not want to be a part of it.

CX update, our e-program to help companies with internal communication. It reminds employees of what client experience is and why it is happening. It describes the patterns using up-to-date cases and examples. It educates employees and reinforces fundamental customer experience knowledge.

CX Update tells employee and customer tales and discusses progress updates, wins, and successes with clients. Sharing critical information such as research and monitoring results, as well as customer feedback. Keep the information pertinent, consistent, and motivating, and connect it as much as possible to the Experience Archetypes®.

Communicate about CX transformation initiatives on a regular basis. Keep employees informed and involved, and you'll see acceptance and buy-in to the journey stronger than you could have anticipated.



CX Updates secures employee buy-in and adoption

# TRAINER AND FACILITATOR

**Sylvia Chan** is a seasoned business consultant and award-winning author with over 25 years of diverse experience in fields such as manufacturing, legal, communications, and finance project management. As a Senior Vice President in a business consultancy, she has successfully led multimillion-dollar international investment projects. Sylvia is also a dynamic corporate trainer for Dale Carnegie Training Hong Kong and the Hong Kong Productive Council, specializing in leadership, coaching, human relations, and various other skills.

With a BA in Economics from Boston University and a Master of International Communication from UNITEC Institute of Technology, Sylvia is a Certified Transformational Coach from Paradigm 21 Executive Leadership Coaching Academy. She received the Quilly Award for her contribution to the best-selling book "Soul of Success Vol.2."

Notably, Sylvia's expertise extends to customer experience consulting, where she excels in quickly assessing client needs and providing tools to overcome challenges and enhance performance. Her energy, enthusiasm, and extensive industry exposure uniquely position her to address the evolving needs of businesses in today's dynamic environment.



**Consumer Experience is a market phenomenon, and it is constantly evolving. Brand-customer relationships have changed, and brands must adapt to expand or merely survive. Achieving a successful customer experience requires a constant multidisciplinary process involving everyone's efforts. Charmance Group provides Customer Experience Solutions to address the following concerns:**

1. How to kickstart CX?
2. How to setup CX strategies?
3. How to have everyone buy-in and involved?
4. How to apply innovation to CX?
5. How to create and execute ideas?
6. How to make impacts with limited resources?
7. How to promote your CX?
8. How to measure experience and track performance?
9. How to get people up to date on CX?
10. How to cultivate CX culture?

## Customer Experience Solutions

(click icons to see flyers)



e-Learning  
**Learn Fundamentals**



Crowd Ideation  
**Engage Everyone**



Co-create Workshop  
**Innovate Experience**



Quantitative Research  
**Measure Results**



e-Learning  
**Stay Updated**