

EXPERIENCE  
ARCHETYPES®

IDEA FANATICS

# Customer Experience Fundamental

## Half-Day Workshop

In this half-day intensive, fun and immersive workshop, we introduce the fundamental value-creating mindsets, tools and techniques that help you to roll out Customer Experience as a competitive differentiator.

The workshop is designed to highlight the key steps in practicing Customer Experience. It is delivered in a highly interactive format that educates and inspires you to understand the principles of Customer Experience strategy and ongoing management framework and processes.



### OUTPUTS:

- Understand the definitions of CX and why it is crucial in a customer-centric economy;
- Learn the essential steps and elements in building strategies, innovating, broadcasting and managing experience, and measuring impacts;
- Gain hands-on experience in CX innovation through key target identification and experience creation with hypothetical cases;
- An introduction to how-to apply CX concepts, techniques, tools and skills in your real business situations;
- Key concepts and tools demonstrated: Experience Archetypes® / CJM / Personas / Pain points & MOTs.



Experience Archetypes®

	Workshop Outline	Customer Experience Fundamental <i>(Half-Day Workshop)</i>	Customer Experience Co-Creation <i>(One-Day Workshop)</i>	Customer Experience Strategy <i>(Two-Day Workshop)</i>
1	Align Mindset	Lecture	Lecture	Lecture
2	Generate Value	Lecture	Lecture	Lecture
3	Understand Target	<b>Hypothetical Cases</b>	<b>Clients' Current Situations</b>	<b>Clients' Current Situations</b>
4	Create Strategy	Lecture	Lecture	<b>Clients' Current Situations</b>
5	Innovate Experience	<b>Hypothetical Cases</b>	<b>Clients' Current Situations</b>	<b>Clients' Current Situations</b>
6	Execute Idea	Lecture	<b>Clients' Current Situations</b>	<b>Clients' Current Situations</b>
7	Broadcast Experience	Lecture	Lecture	<b>Clients' Current Situations</b>
8	Measure Result	Lecture	Lecture	Lecture
9	Build Culture	Lecture	Lecture	Lecture

# TRAINER AND FACILITATOR

MODERN  
ETIQUETTE  
INSTITUTE

**Esther Lee** is an experienced etiquette trainer specializing in business etiquette for corporate clients like the HK Housing Authority, China Citic Bank and various luxury brands. With certification from the International Etiquette & Protocol Academy of London, she continually updates her knowledge at institutions like The Wharton School and Etiquette and GFA Beijing. Esther aims to blend global etiquette practices for effective communication in diverse business settings.

Recognizing the interdependent relationship between etiquette and Customer Experience (CX), Esther is expanding her speciality by offering CX-enhancing etiquette training. This approach ensures that professional communication and cultural nuances are integrated into the overall customer experience, fostering more meaningful and positive interactions.

In addition to the etiquette exercise, Esther is a Certified Wine Educator with WSET Diploma. She founded Vero Concept Ltd., focusing on wine education, events and trading, making her one of Hong Kong's few WSET Certified Diploma holders. Before her etiquette and wine career, she excelled in fashion retail, marketing, and PR. Esther's varied background enables her to offer comprehensive business etiquette training that encompasses cultural nuances, professional communication, and corporate dynamics, enhancing both etiquette and Customer Experience.



**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. Modern Etiquette Institute 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



e-Learning  
**Learn Fundamentals**



Crowd Ideation  
**Engage Everyone**



Co-create Workshop  
**Innovate Experience**



Quantitative Research  
**Measure Results**



e-Learning  
**Stay Updated**