

EXPERIENCE  
ARCHETYPES®

# 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

**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



e-Learning  
**Learn Fundamentals**



Crowd Ideation  
**Engage Everyone**



Co-create Workshop  
**Innovate Experience**



Quantitative Research  
**Measure Results**



e-Learning  
**Stay Updated**