

# Customer Experience Strategy

## Two-Day Workshop

The workshop is tailored to your particular requirements. The main goal is to guarantee that you have the capabilities to continue delivering value through customer experience and gradually embed it into the culture.

It is intended to educate and engage teams in thinking creatively about the customer experience by providing them with immediate, actionable skills and insights. Prepare them to provide an exceptional experience that is central to your company strategy.



### OUTPUTS:

- Complete the CX creation process by following the "Knowing + Doing + Telling" structure;
- Concentrate on strategic planning from beginning to finish;
- To form CX strategy, co-create and implement experience, and amplify results through broadcasting, apply tools and theories in clients' current circumstances.
- An overview of how to evaluate results and create a CX culture.
- Key concepts and tools demonstrated: Experience Archetypes® / CJM / Personas / Pain point & MOT / Customer Needs Matrix / Service Blueprint / Evaluation Matrix / Strategy Map / 5C's.



Experience Archetypes®

		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>
	Workshop Outline			
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

## Lucas Peng

is the Founder and CEO of Peak Hospitality Solutions Pte Ltd (PHS), a company based in Singapore with subsidiaries in Hong Kong and China. With 30 years of industry experience in hotel marketing, central reservations systems technology, and call center operations, Lucas has held senior roles with prominent establishments such as Hyatt Regency Singapore and Shangri-La Hotel, Singapore. He also played key roles at Utell International and later served as Vice President - Asia Pacific after Utell's acquisition by Pegasus Solutions. Lucas is a Founding Member of the Hospitality Sales & Marketing Association International (HSMAI) Asia Pacific Chapter and has actively contributed to its growth since 2004.



As a registered coordinator for the COPC®-2000 Standard for Call Center Operations, Lucas has a strong background in call center management. In addition, he co-owned MacroVision Network Pte Ltd, where he introduced Hotel Electronic Distribution Network Association (HEDNA) University programs to the Asia Pacific market.

Under Lucas' leadership, PHS has been the principal sponsor of the Singapore Hotel Association Best Department Awards since 2007. He is a well-known figure in the hospitality industry and has been invited to speak at various regional forums and conferences, showcasing his expertise in customer experience consultancy.

**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. PHS 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**