



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

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
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