



Customer Experience Essentials

e-learning for everyone to learn CX basic

Customer Experience (CX) is a mindset and business practice that allows organizations to thrive in today's customer-centric market. This program teaches participants the fundamentals of customer experience and inspires them with the concept that creating values can be done on any size and budget.



A 60-minute online course packed with everything you need to know for a remarkable experience

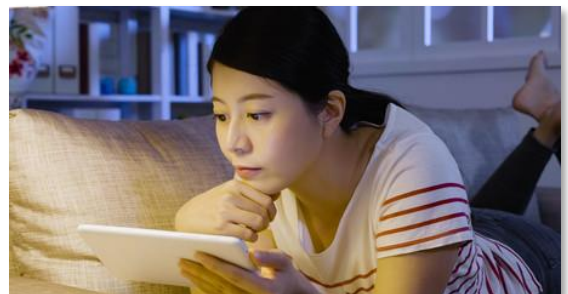
Designed for anyone working in the service industry

Everyone is responsible for the customer experience. Organizations must ensure that their employees understand and embrace the new mentality and business practices on both a personal and corporate level. However, not everyone is required to take days of training to prepare.

Charmance Group offers online training, allowing for greater flexibility in learning the fundamentals. Moreover, employees can apply what they have learned and start contributing afterward by crowd-sourcing ideas and cases to form an inspiration flow that changes how corporates innovate their customer experience.

Key benefits:

- Fundamental grasp of CX and how to create values through practice.
- Understand the idea of internal customers, and everyone can contribute to CX.
- Inspires participants that effective CX can be simple yet powerful, and that everyone can contribute to making a difference.
- Introduces some well-known tools and techniques, such as the Customer Journey Map (CJM); finds pain points and opportunities, and so on.
- Engages everyone on an optional idea crowdsourcing exercise to carry on the momentum of discovering, learning and appreciating customer experience after class.



For everyone, learn anytime anywhere

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