



# TIME TO UPDATE!



## 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

**Maggie Tong** is a senior-level expert in digital, media, and marketing services. She has a proven track record of supporting regional and local clients from business strategy and planning to project execution and implementation.

With over 10 years of experience, Maggie has supported global brands on Digital Innovation, CRM and Customer Experience (CX) strategies, such as HSBC, Microsoft, Marriott, Colgate-Palmolive, P&G, Kimberly Clark, Friso, Starbucks, and more. She has also run CRM and CX workshops for their senior executives and operational staff on strategic planning and execution.

Maggie has been the Managing Director of digital and media agencies and is now a professional consultant and corporate trainer. She specializes in Leadership Skills, Project Management, Change Management, Customer Relationship Management (CRM), Business Strategy, and Business Analysis. She is a Certified Management Consultant (CMC), Certified Project Management Professional (PMP), Certified Personality Dimensions® Facilitator, Certified Facilitator with LEGO® Serious Play® Method, as well as a Certified Yoga Teacher.



**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. Shine 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**