

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	Hypothetical Cases	Clients' Current Situations	Clients' Current Situations
4	Create Strategy	Lecture	Lecture	Clients' Current Situations
5	Innovate Experience	Hypothetical Cases	Clients' Current Situations	Clients' Current Situations
6	Execute Idea	Lecture	Clients' Current Situations	Clients' Current Situations
7	Broadcast Experience	Lecture	Lecture	Clients' Current Situations
8	Measure Result	Lecture	Lecture	Lecture
9	Build Culture	Lecture	Lecture	Lecture

TRAINER AND FACILITATOR

Wing Tan boasts over three decades of multifaceted experience in international business, training, and consultancy. His journey began at Holiday Inn Crowne Plaza in Las Vegas, leading to pivotal roles at Hyatt International Hotels and Walt Disney Parks & Resorts in Asia Pacific. Notably, while heading Disney's Asia Pacific Marketing & Sales team, he bolstered attendance and revenue, spearheading successful campaigns like the launch of Disney California Adventure Park in Taiwan. Wing's forte lies in enhancing business effectiveness through individualized strategies, drawing from his extensive expertise in Presentation, Branding, and Customer Experience. He holds certifications in various training programs and is the sole certified Senior Trainer for Disney Institute in Asia Pacific. His clientele spans Fortune Global 500 companies, including Disney, Oracle, and Goldman Sachs. With fluency in English, Mandarin, and Cantonese, Wing employs experiential learning techniques to drive impactful change. Residing in Hong Kong, his global exposure spans across Europe, the Americas, and Asia.



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



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Learn Fundamentals



Crowd Ideation
Engage Everyone



Co-create Workshop
Innovate Experience



Quantitative Research
Measure Results



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