



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

MODERN
ETIQUETTE
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Esther Lee is an experienced etiquette trainer specializing in business etiquette for corporate clients like the HK Housing Authority, China Citic Bank and various luxury brands. With certification from the International Etiquette & Protocol Academy of London, she continually updates her knowledge at institutions like The Wharton School and Etiquette and GFA Beijing. Esther aims to blend global etiquette practices for effective communication in diverse business settings.

Recognizing the interdependent relationship between etiquette and Customer Experience (CX), Esther is expanding her speciality by offering CX-enhancing etiquette training. This approach ensures that professional communication and cultural nuances are integrated into the overall customer experience, fostering more meaningful and positive interactions.

In addition to the etiquette exercise, Esther is a Certified Wine Educator with WSET Diploma. She founded Vero Concept Ltd., focusing on wine education, events and trading, making her one of Hong Kong's few WSET Certified Diploma holders. Before her etiquette and wine career, she excelled in fashion retail, marketing, and PR. Esther's varied background enables her to offer comprehensive business etiquette training that encompasses cultural nuances, professional communication, and corporate dynamics, enhancing both etiquette and Customer Experience.



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. Modern Etiquette Institute 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