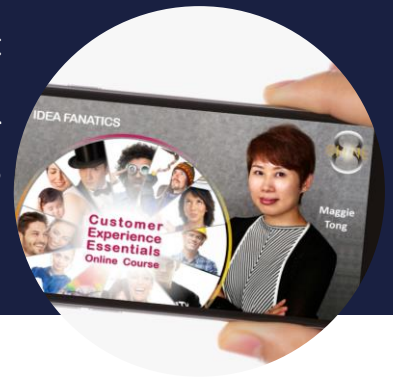




Customer Experience Essentials

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

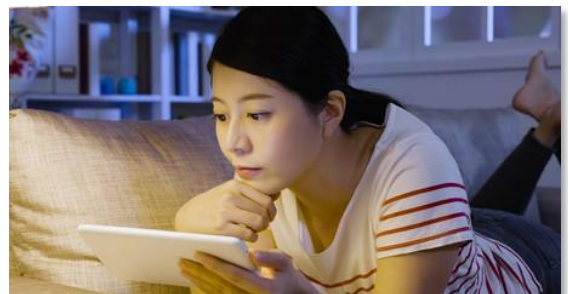
Designed for anyone working in any industry

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.

Shine 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

SHINE TRAINING LIMITED

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