

# 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.



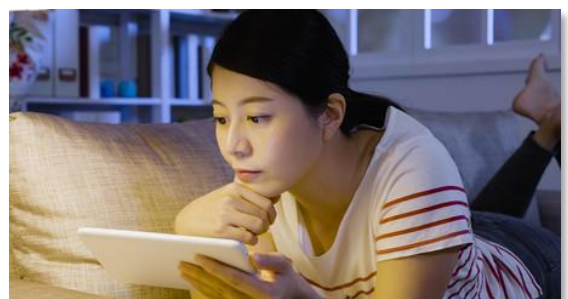
**A 60-minute online course packed with everything you need to know for a remarkable experience**  
**Designed for anyone working in the service industry**

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 levels. However, not everyone is required to take days of training to prepare.

Modern Etiquette Institute 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:

- Understand fundamental CX concepts and how to create value through practice.
- Learn about Experience Archetypes, our proprietary tool to decode experiences.
- Be inspired by the simplicity and power of effective CX, and recognize the potential for everyone to make a difference.
- Get introduced to well-known tools and techniques, such as the Customer Journey Map (CJM), to identify pain points and opportunities.
- Grasp the idea of internal customers and how everyone can contribute to CX.
- Participate in an optional idea crowdsourcing exercise to continue discovering, learning, and appreciating customer experience after the class.



For everyone, learn anytime anywhere

# TRAINER AND FACILITATOR

MODERN  
ETIQUETTE  
INSTITUTE

**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