

# Customer Experience Strategy

## Two-Day Workshop

The workshop is tailored to your particular requirements. The main goal is to guarantee that you have the capabilities to continue delivering value through customer experience and gradually embed it into the culture.

It is intended to educate and engage teams in thinking creatively about the customer experience by providing them with immediate, actionable skills and insights. Prepare them to provide an exceptional experience that is central to your company strategy.



### OUTPUTS:

- Complete the CX creation process by following the "Knowing + Doing + Telling" structure;
- Concentrate on strategic planning from beginning to finish;
- To form CX strategy, co-create and implement experience, and amplify results through broadcasting, apply tools and theories in clients' current circumstances.
- An overview of how to evaluate results and create a CX culture.
- Key concepts and tools demonstrated: Experience Archetypes® / CJM / Personas / Pain point & MOT / Customer Needs Matrix / Service Blueprint / Evaluation Matrix / Strategy Map / 5C's.



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

# TRAINER AND FACILITATOR

**Cindy Yu** boasts over 30 years of work experience, with more than 20 years dedicated to training and consulting for diverse corporate training programs in Greater China, Taiwan, and Hong Kong. She holds a highly successful track record of working with groups and facilitating learning, activities, and interpersonal communication for participants across various sectors, including Financial Services, Healthcare, Telecommunication, Education, Medical, Hotel, Transportation, Biotechnology, IT, Cosmetic, Food & Beverage, Consumer Products, and Manufacturing since 1999.



She is accredited as an International Services Quality Management Practitioner (ISQMP), a Certified Internal Quality Auditor, and a Mystery Shopper of Qualicert® by SGS Limited. Additionally, she has achieved certification as a Professional Corporate Trainer (Level 1) from the Ministry of Human Resources and Social Security of the People's Republic of China.

Cindy excels at creating an open and friendly training environment that inspires, encourages, and facilitates learning. She adeptly uses examples and personal experiences to support training theories, making her approach highly practical and her training programs exceptionally impressive and outstanding.

**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. Qualiserv 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**