



EXPERIENCE ARCHETYPES®
IDEA FANATICS

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®

	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>
Workshop Outline			
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

Celso Wan *CCT-ACF, CEC-ACF, !CMF-ACF, CPSQA-TTI, CPEQA-TTI*



Executive Coach & Trainer -- People Development & Wellness

Chartered Master Coach & Facilitator in Talent Development by Cambridge International college

Master of Science in Strategic Human Resources Management

Master of Science in Work and Organisational Psychology (Pursuing)

Celso Wan has 18 years of experience in designing and providing learning and development solution, and conducting trainings to various companies and organizations. His work portfolio includes Human Resource Management Advisory, Performance Coaching, Leadership Development/Management, Change Management, Customer, Services and Employee Wellness.

Celso is specializing in Leadership Development. He is focusing to develop the leadership competence by self-reflection and action learning. He is the first external trainer invited by Alibaba Hong Kong Limited for leadership development. And he is also helping sizable companies to tailor-made the leadership development program, such as HKT Limited, China Unicom (Shanghai) and BOCI Credit Card (International) Limited etc. He often works closely with governmental departments. He has provided over 100 leadership training sessions for Civil Service Bureau, Customs and Excise Department and Food and Environmental Hygiene Department etc.

Customer Experience (CX) is a market phenomenon driven by the new media, and it consistently evolves. Adapting to CX enables organizations to enhance their WOM (Word-of-Mobile), which is the most effective way to drive business.

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