EXPERIENCE
ARCHETYPES®

# 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®

| | Workshop Outline | Customer Experience Fundamental (Half-Day Workshop) | Customer Experience Co-Creation (One-Day Workshop) | Customer Experience Strategy (Two-Day Workshop) |
|---|---|---|---|---|
| | | | | |
| 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 |

PEAK
HOSPITALITY SOLUTIONS

# TRAINER AND FACILITATOR

**Lucas Peng** is the Founder and CEO of Peak Hospitality Solutions Pte Ltd (PHS), a company based in Singapore with subsidiaries in Hong Kong and China. With 30 years of industry experience in hotel marketing, central reservations systems technology, and call center operations, Lucas has held senior roles with prominent establishments such as Hyatt Regency Singapore and Shangri-La Hotel, Singapore. He also played key roles at Utell International and later served as Vice President - Asia Pacific after Utell's acquisition by Pegasus Solutions. Lucas is a Founding Member of the Hospitality Sales & Marketing Association International (HSMAI) Asia Pacific Chapter and has actively contributed to its growth since 2004.

As a registered coordinator for the COPC®-2000 Standard for Call Center Operations, Lucas has a strong background in call center management. In addition, he co-owned MacroVision Network Pte Ltd, where he introduced Hotel Electronic Distribution Network Association (HEDNA) University programs to the Asia Pacific market.

Under Lucas' leadership, PHS has been the principal sponsor of the Singapore Hotel Association Best Department Awards since 2007. He is a well-known figure in the hospitality industry and has been invited to speak at various regional forums and conferences, showcasing his expertise in customer experience consultancy.

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. PHS 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**

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HOSPITALITY SOLUTIONS