



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	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

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



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Crowd Ideation
Engage Everyone



Co-create Workshop
Innovate Experience



Quantitative Research
Measure Results



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