



TIME TO UPDATE!

Customer Experience Update

keep employees in the know

Practicing customer experience is, in and of itself, a change management procedure. It is a journey until the transformation becomes the method of doing business. Communication is essential for securing employee buy-in and adoption, as well as educating workers about the upcoming changes.



An online update keeps everyone informed and involved

For an effective customer experience implementation, a compelling internal communication strategy is required. Employees begin to ignore change when they do not see it or hear about the progress that is being made; they definitely do not want to be a part of it.

CX update, our e-program to help companies with internal communication. It reminds employees of what client experience is and why it is happening. It describes the patterns using up-to-date cases and examples. It educates employees and reinforces fundamental customer experience knowledge.

CX Update tells employee and customer tales and discusses progress updates, wins, and successes with clients. Sharing critical information such as research and monitoring results, as well as customer feedback. Keep the information pertinent, consistent, and motivating, and connect it as much as possible to the Experience Archetypes®.

Communicate about CX transformation initiatives on a regular basis. Keep employees informed and involved, and you'll see acceptance and buy-in to the journey stronger than you could have anticipated.



CX Updates secures employee buy-in and adoption

TRAINER AND FACILITATOR



Ceci Lau a distinguished Marketing and Corporate Communications Expert, brings over 20 years of leadership experience to the industry. A graduate with first-class honors from The Hong Kong Baptist University, Ceci has held pivotal roles, including Business Consultant at Topix, Consultant at Dynamic Duo PR, and Partner at Instinctif Partners Hong Kong.

Ceci stands out as a Customer Experience Consultant, showcasing expertise in strategic integrated communications, diverse portfolio management, and impactful campaign delivery. Her current role as Business Consultant at Topix involves overseeing office operations and driving successful projects for clients like Meadows of Wellcome, Great Food Hall, and Mini Cooper. Beyond her professional prowess, Ceci holds certifications in LEGO® Serious Play® Methodology, Pastel Nagomi Art, and an Advanced Certificate in Counselling.



With a dynamic career spanning consumer marketing, media relations, crisis management, and team leadership, Ceci Lau emerges as a seasoned professional, highlighting her unique role as a Consumer Experience Consultant in the ever-evolving landscape of marketing and communications.

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. Chara Communications 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