



Idea Hunter

Crowd Ideation to Engage Everyone

Many people find it challenging to maintain momentum after training. The day after your training it's like it never happened...

PHS offers Idea Hunter, a mobile digital tool that continues to engage people after the event. Participants can put what they've learned to use and crowdsource ideas and situations to create a flow of inspiration.



Take your ideation out of the conference room

Once you know how to appreciate CX, good examples and cases are everywhere

Idea Hunter makes ideas accessible at all times, ensuring that they are handy whenever inspiration is needed. It allows staff, management, key partners, and even customers to play a part in the ideation process. Frontline staff are the greatest source of ideas, as they interact with customers every day.

Using the framework and directions provided by the Experience Archetypes®, participants “hunt” for and share ideas in their daily lives and work. Good ideas are recognized and rewarded. Breakthrough ideas come to those who are always looking for them. Once people start looking for ideas, they find them everywhere.

Key benefits:

- After class, members are engaged. They will implement what they have learned in the course and continue to learn.
- Connects everyone in the organization and allows them to participate in CX creation.
- Provides a platform for administration and staff communication.
- Encourage innovation so that employees who have excellent ideas are recognized and rewarded.
- Creates an idea box for motivation and an innovation pipeline.



Everyone is your Idea Hunter

TRAINER AND FACILITATOR

Wing Tan boasts over three decades of multifaceted experience in international business, training, and consultancy. His journey began at Holiday Inn Crowne Plaza in Las Vegas, leading to pivotal roles at Hyatt International Hotels and Walt Disney Parks & Resorts in Asia Pacific. Notably, while heading Disney's Asia Pacific Marketing & Sales team, he bolstered attendance and revenue, spearheading successful campaigns like the launch of Disney California Adventure Park in Taiwan. Wing's forte lies in enhancing business effectiveness through individualized strategies, drawing from his extensive expertise in Presentation, Branding, and Customer Experience. He holds certifications in various training programs and is the sole certified Senior Trainer for Disney Institute in Asia Pacific. His clientele spans Fortune Global 500 companies, including Disney, Oracle, and Goldman Sachs. With fluency in English, Mandarin, and Cantonese, Wing employs experiential learning techniques to drive impactful change. Residing in Hong Kong, his global exposure spans across Europe, the Americas, and Asia.



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