

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...

Modern Etiquette Institute 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

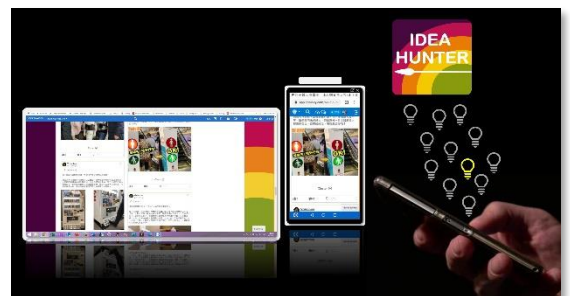
Once you know how to appreciate CX, good examples and cases are everywhere

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

MODERN
ETIQUETTE
INSTITUTE

Esther Lee is an experienced etiquette trainer specializing in business etiquette for corporate clients like the HK Housing Authority, China Citic Bank and various luxury brands. With certification from the International Etiquette & Protocol Academy of London, she continually updates her knowledge at institutions like The Wharton School and Etiquette and GFA Beijing. Esther aims to blend global etiquette practices for effective communication in diverse business settings.

Recognizing the interdependent relationship between etiquette and Customer Experience (CX), Esther is expanding her speciality by offering CX-enhancing etiquette training. This approach ensures that professional communication and cultural nuances are integrated into the overall customer experience, fostering more meaningful and positive interactions.

In addition to the etiquette exercise, Esther is a Certified Wine Educator with WSET Diploma. She founded Vero Concept Ltd., focusing on wine education, events and trading, making her one of Hong Kong's few WSET Certified Diploma holders. Before her etiquette and wine career, she excelled in fashion retail, marketing, and PR. Esther's varied background enables her to offer comprehensive business etiquette training that encompasses cultural nuances, professional communication, and corporate dynamics, enhancing both etiquette and Customer Experience.



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. Modern Etiquette Institute 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