



# Customer Experience Co-Creation

## One-Day Workshop

The fully interactive workshop shows how to innovate by taking a customer-centric strategy. It demonstrates how to deliver the desired values through experience to a particular target segment.

The workshop will walk you through the process of developing ideas to producing high-impact experiences that drive results. It creates an internal strategy and approach to assist your employees in becoming empowered, motivated, and aware of what needs to be done differently, as well as having the skills to make things happen.



**OUTPUTS:**

- Begin CX by aligning corporate mindsets and innovating CX;
- Determine the values that motivate the emotional impacts of customers. Identify pain points and chances to improve customer experience;
- Use tools and theories to find key targets, co-create, and execute novel experiences in clients' current situations;
- An overview of how to build up a strategy and maximize impact through broadcasting;
- Key concepts and tools demonstrated: Experience Archetypes® / CJM / Personas / Pain point & MOT / Customer Needs Matrix / Service Blueprint / Evaluation Matrix.



Experience Archetypes®

|   |                      | Customer Experience Fundamental<br><i>(Half-Day Workshop)</i> | <b>Customer Experience Co-Creation</b><br><i>(One-Day Workshop)</i> | Customer Experience Strategy<br><i>(Two-Day Workshop)</i> |
|---|----------------------|---|---|---|
|   | Workshop Outline     |   |   |   |
| 1 | Align Mindset        | Lecture   | Lecture   | Lecture   |
| 2 | Generate Value       | Lecture   | Lecture   | Lecture   |
| 3 | Understand Target    | <b>Hypothetical Cases</b>                                     | <b>Clients' Current Situations</b>                                  | <b>Clients' Current Situations</b>                        |
| 4 | Create Strategy      | Lecture   | Lecture   | <b>Clients' Current Situations</b>                        |
| 5 | Innovate Experience  | <b>Hypothetical Cases</b>                                     | <b>Clients' Current Situations</b>                                  | <b>Clients' Current Situations</b>                        |
| 6 | Execute Idea         | Lecture   | <b>Clients' Current Situations</b>                                  | <b>Clients' Current Situations</b>                        |
| 7 | Broadcast Experience | Lecture   | Lecture   | <b>Clients' Current Situations</b>                        |
| 8 | Measure Result       | Lecture   | Lecture   | Lecture   |
| 9 | Build Culture        | Lecture   | Lecture   | Lecture   |

# TRAINER AND FACILITATOR

**Celso Wan** *CCT-ACF, CEC-ACF, !CMF-ACF, CPSQA-TTI, CPEQA-TTI*



## Executive Coach & Trainer -- People Development & Wellness

Chartered Master Coach & Facilitator in Talent Development by Cambridge International college

Master of Science in Strategic Human Resources Management

Master of Science in Work and Organisational Psychology (Pursuing)

Celso Wan has 18 years of experience in designing and providing learning and development solution, and conducting trainings to various companies and organizations. His work portfolio includes Human Resource Management Advisory, Performance Coaching, Leadership Development/Management, Change Management, Customer, Services and Employee Wellness.

Celso is specializing in Leadership Development. He is focusing to develop the leadership competence by self-reflection and action learning. He is the first external trainer invited by Alibaba Hong Kong Limited for leadership development. And he is also helping sizable companies to tailor-made the leadership development program, such as HKT Limited, China Unicom (Shanghai) and BOCI Credit Card (International) Limited etc. He often works closely with governmental departments. He has provided over 100 leadership training sessions for Civil Service Bureau, Customs and Excise Department and Food and Environmental Hygiene Department etc.

Customer Experience (CX) is a market phenomenon driven by the new media, and it consistently evolves. Adapting to CX enables organizations to enhance their WOM (Word-of-Mobile), which is the most effective way to drive business.

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