



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...

Memetics 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

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