



# Customer Experience Essentials

## e-learning for everyone to learn CX basic

Customer Experience (CX) is a mindset and business practice that allows organizations to thrive in today's customer-centric market. This program teaches participants the fundamentals of customer experience and inspires them with the concept that creating values can be done on any size and budget.



### **A 60-minute online course packed with everything you need to know for a remarkable experience**

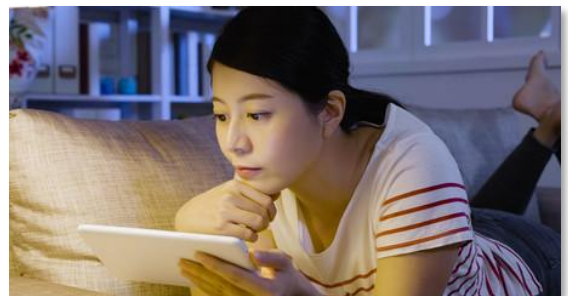
#### **Designed for anyone working in the service industry**

Everyone is responsible for the customer experience. Organizations must ensure that their employees understand and embrace the new mentality and business practices on both a personal and corporate level. However, not everyone is required to take days of training to prepare.

PHS offers online training, allowing for greater flexibility in learning the fundamentals. Moreover, employees can apply what they have learned and start contributing afterward by crowd-sourcing ideas and cases to form an inspiration flow that changes how corporates innovate their customer experience.

#### Key benefits:

- Fundamental grasp of CX and how to create values through practice.
- Understand the idea of internal customers, and everyone can contribute to CX.
- Inspires participants that effective CX can be simple yet powerful, and that everyone can contribute to making a difference.
- Introduces some well-known tools and techniques, such as the Customer Journey Map (CJM); finds pain points and opportunities, and so on.
- Engages everyone on an optional idea crowdsourcing exercise to carry on the momentum of discovering, learning and appreciating customer experience after class.



For everyone, learn anytime anywhere

# 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