



Customer Experience Update

keep employees in the know

Practicing customer experience is, in and of itself, a change management procedure. It is a journey until the transformation becomes the method of doing business. Communication is essential for securing employee buy-in and adoption, as well as educating workers about the upcoming changes.



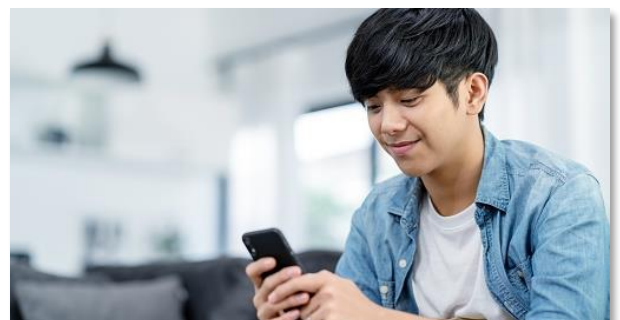
An online update keeps everyone informed and involved

For an effective customer experience implementation, a compelling internal communication strategy is required. Employees begin to ignore change when they do not see it or hear about the progress that is being made; they definitely do not want to be a part of it.

CX update, our e-program to help companies with internal communication. It reminds employees of what client experience is and why it is happening. It describes the patterns using up-to-date cases and examples. It educates employees and reinforces fundamental customer experience knowledge.

CX Update tells employee and customer tales and discusses progress updates, wins, and successes with clients. Sharing critical information such as research and monitoring results, as well as customer feedback. Keep the information pertinent, consistent, and motivating, and connect it as much as possible to the Experience Archetypes®.

Communicate about CX transformation initiatives on a regular basis. Keep employees informed and involved, and you'll see acceptance and buy-in to the journey stronger than you could have anticipated.



CX Updates secures employee buy-in and adoption

TRAINER AND FACILITATOR

Kim Lau a certified Associate Certified Coach and NLP practitioner, is a dynamic corporate coaching professional based in Hong Kong. Specializing in English coaching for Fortune 500 MNCs, she brings expertise in talent development, using engaging workshops with whole brain techniques. Notable for boosting productivity and competencies, Kimberly's consulting extends to assessment centers and interview skills preparation.



With a background in law and recognition from the British Society of Business Practitioner, Kimberly has served as the Learning and Development Director for a leading education services provider. Her diverse training portfolio covers assessment centers, interview skills, brand management, business communication, etiquette, presentation skills, sales, customer service, social media marketing, and talent management.

Key clients include Citigroup, Duty Free, HKU, HSBC, LVMH, and more. Kimberly Lau is a sought-after consultant, known for her impactful training methods in customer experience and corporate coaching.

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. Shine 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