Strive Consulting
博動國際顧問

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®

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

TRAINER AND FACILITATOR

Vicky Lo has over 14 years of experience in the integrated resort and casino gaming industry, specializing in training and development. She believes training should meet skill needs and provide an enjoyable learning experience that stimulates curiosity and inspires discovery. Vicky expertly combines various global training methods and tools to design unique and effective programs.

Expanding her specialty to Customer Experience (CX), Vicky leverages her rich hospitality background to enhance customer interactions and satisfaction. Her expertise in training and development within large organizations allows her to craft programs that significantly improve CX.

Vicky has mastered the ADDIE model and covers topics like customer experience management, business acumen, operations management, service storytelling, people management, and continuous improvement. She has worked at Sands China, Galaxy Entertainment Group, and Four Seasons Hotel Riyadh, excelling in transforming complex content into accessible training.

Leading teams to develop engaging and interactive solutions, Vicky's courses are known for their humor, flexibility, and practical application. She has received high praise from thousands of trainees and clients across various industries, including healthcare and children's education.

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. Strive Consulting 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	Crowd Ideation	Co-create Workshop	Quantitative Research	e-Learning
Learn Fundamentals	**Engage Everyone**	**Innovate Experience**	**Measure Results**	**Stay Updated**