EXPERIENCE ARCHETYPES®

IDEA FANATICS

Customer Experience Fundamental
Half-Day Workshop

In this half-day intensive, fun and immersive workshop, we introduce the fundamental value-creating mindsets, tools and techniques that help you to roll out Customer Experience as a competitive differentiator.

The workshop is designed to highlight the key steps in practicing Customer Experience. It is delivered in a highly interactive format that educates and inspires you to understand the principles of Customer Experience strategy and ongoing management framework and processes.

OUTPUTS:

- Understand the definitions of CX and why it is crucial in a customer-centric economy;
- Learn the essential steps and elements in building strategies, innovating, broadcasting and managing experience, and measuring impacts;
- Gain hands-on experience in CX innovation through key target identification and experience creation with hypothetical cases;
- An introduction to how-to apply CX concepts, techniques, tools and skills in your real business situations;
- Key concepts and tools demonstrated: Experience Archetypes® / CJM / Personas / Pain points & MOTs.

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
Learn Fundamentals

Crowd Ideation
Engage Everyone

Co-create Workshop
Innovate Experience

Quantitative Research
Measure Results

e-Learning
Stay Updated