



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 <i>(Half-Day Workshop)</i>	Customer Experience Co-Creation <i>(One-Day Workshop)</i>	Customer Experience Strategy <i>(Two-Day Workshop)</i>
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

Adela Yu is a seasoned corporate trainer with a strong background in Learning & Development (L&D). With over 10 years of in-house experience, she has cultivated a diverse background by working in regional and global positions across industries such as luxury retail, hospitality, food & beverage, and oil & gas.

In recent years, she has expanded her L&D scope into a consulting role. This transition has allowed her to leverage her extensive experience and expertise to provide strategic guidance and consultation to organizations. As a consultant, she combines her practical insights with industry best practices to design and implement tailored L&D strategies and solutions that align with organizations' visions and objectives, driving sustainable growth and success.



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. Collab+ 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



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