EXPERIENCE ARCHETYPES®

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

SHINE TRAINING LIMITED

TRAINER AND FACILITATOR

Maggie Tong is a senior-level expert in digital, media, and marketing services. She has a proven track record of supporting regional and local clients from business strategy and planning to project execution and implementation.

With over 10 years of experience, Maggie has supported global brands on Digital Innovation, CRM and Customer Experience (CX) strategies, such as HSBC, Microsoft, Marriott, Colgate-Palmolive, P&G, Kimberly Clark, Friso, Starbucks, and more. She has also run CRM and CX workshops for their senior executives and operational staff on strategic planning and execution.

Maggie has been the Managing Director of digital and media agencies and is now a professional consultant and corporate trainer. She specializes in Leadership Skills, Project Management, Change Management, Customer Relationship Management (CRM), Business Strategy, and Business Analysis. She is a Certified Management Consultant (CMC), Certified Project Management Professional (PMP), Certified Personality Dimensions® Facilitator, Certified Facilitator with LEGO® Serious Play® Method, as well as a Certified Yoga Teacher.

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

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