

A man and a woman are smiling broadly, holding up a large, distorted image of a man's face. The image is stretched and warped, making the man's features appear exaggerated and comical. The background is a blurred indoor setting.

# Customer Experience Essentials

## e-learning for everyone to learn CX basic

Customer Experience (CX) is a mindset and business practice that allows organizations to thrive in today's customer-centric market. This program teaches participants the fundamentals of customer experience and inspires them with the concept that creating values can be done on any size and budget.



### **A 60-minute online course packed with everything you need to know for a remarkable experience**

#### **Designed for anyone working in the service industry**

Everyone is responsible for the customer experience. Organizations must ensure that their employees understand and embrace the new mentality and business practices on both a personal and corporate level. However, not everyone is required to take days of training to prepare.

Chara Communications offers online training, allowing for greater flexibility in learning the fundamentals. Moreover, employees can apply what they have learned and start contributing afterward by crowd-sourcing ideas and cases to form an inspiration flow that changes how corporates innovate their customer experience.

#### Key benefits:

- Fundamental grasp of CX and how to create values through practice.
- Understand the idea of internal customers, and everyone can contribute to CX.
- Inspires participants that effective CX can be simple yet powerful, and that everyone can contribute to making a difference.
- Introduces some well-known tools and techniques, such as the Customer Journey Map (CJM); finds pain points and opportunities, and so on.
- Engages everyone on an optional idea crowdsourcing exercise to carry on the momentum of discovering, learning and appreciating customer experience after class.



For everyone, learn anytime anywhere

# TRAINER AND FACILITATOR



**Ceci Lau** a distinguished Marketing and Corporate Communications Expert, brings over 20 years of leadership experience to the industry. A graduate with first-class honors from The Hong Kong Baptist University, Ceci has held pivotal roles, including Business Consultant at Topix, Consultant at Dynamic Duo PR, and Partner at Instinctif Partners Hong Kong.

Ceci stands out as a Customer Experience Consultant, showcasing expertise in strategic integrated communications, diverse portfolio management, and impactful campaign delivery. Her current role as Business Consultant at Topix involves overseeing office operations and driving successful projects for clients like Meadows of Wellcome, Great Food Hall, and Mini Cooper. Beyond her professional prowess, Ceci holds certifications in LEGO® Serious Play® Methodology, Pastel Nagomi Art, and an Advanced Certificate in Counselling.



With a dynamic career spanning consumer marketing, media relations, crisis management, and team leadership, Ceci Lau emerges as a seasoned professional, highlighting her unique role as a Consumer Experience Consultant in the ever-evolving landscape of marketing and communications.

**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. Chara Communications 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