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

Esther Lee is an experienced etiquette trainer specializing in business etiquette for corporate clients like the HK Housing Authority, China Citic Bank and various luxury brands. With certification from the International Etiquette & Protocol Academy of London, she continually updates her knowledge at institutions like The Wharton School and Etiquette and GFA Beijing. Esther aims to blend global etiquette practices for effective communication in diverse business settings.

Recognizing the interdependent relationship between etiquette and Customer Experience (CX), Esther is expanding her speciality by offering CX-enhancing etiquette training. This approach ensures that professional communication and cultural nuances are integrated into the overall customer experience, fostering more meaningful and positive interactions.

In addition to the etiquette exercise, Esther is a Certified Wine Educator with WSET Diploma. She founded Vero Concept Ltd., focusing on wine education, events and trading, making her one of Hong Kong's few WSET Certified Diploma holders. Before her etiquette and wine career, she excelled in fashion retail, marketing, and PR. Esther's varied background enables her to offer comprehensive business etiquette training that encompasses cultural nuances, professional communication, and corporate dynamics, enhancing both etiquette and Customer Experience.

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. Modern Etiquette Institute 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