

Customer Experience Strategy

Two-Day Workshop

The workshop is tailored to your particular requirements. The main goal is to guarantee that you have the capabilities to continue delivering value through customer experience and gradually embed it into the culture.

It is intended to educate and engage teams in thinking creatively about the customer experience by providing them with immediate, actionable skills and insights. Prepare them to provide an exceptional experience that is central to your company strategy.



OUTPUTS:

- Complete the CX creation process by following the "Knowing + Doing + Telling" structure;
- Concentrate on strategic planning from beginning to finish;
- To form CX strategy, co-create and implement experience, and amplify results through broadcasting, apply tools and theories in clients' current circumstances.
- An overview of how to evaluate results and create a CX culture.
- Key concepts and tools demonstrated: Experience Archetypes® / CJM / Personas / Pain point & MOT / Customer Needs Matrix / Service Blueprint / Evaluation Matrix / Strategy Map / 5C's.



Experience Archetypes®

		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>
	Workshop Outline			
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

Wing Tan boasts over three decades of multifaceted experience in international business, training, and consultancy. His journey began at Holiday Inn Crowne Plaza in Las Vegas, leading to pivotal roles at Hyatt International Hotels and Walt Disney Parks & Resorts in Asia Pacific. Notably, while heading Disney's Asia Pacific Marketing & Sales team, he bolstered attendance and revenue, spearheading successful campaigns like the launch of Disney California Adventure Park in Taiwan. Wing's forte lies in enhancing business effectiveness through individualized strategies, drawing from his extensive expertise in Presentation, Branding, and Customer Experience. He holds certifications in various training programs and is the sole certified Senior Trainer for Disney Institute in Asia Pacific. His clientele spans Fortune Global 500 companies, including Disney, Oracle, and Goldman Sachs. With fluency in English, Mandarin, and Cantonese, Wing employs experiential learning techniques to drive impactful change. Residing in Hong Kong, his global exposure spans across Europe, the Americas, and Asia.



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. PHS 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
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