



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®

		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

Lucas Peng

is the Founder and CEO of Peak Hospitality Solutions Pte Ltd (PHS), a company based in Singapore with subsidiaries in Hong Kong and China. With 30 years of industry experience in hotel marketing, central reservations systems technology, and call center operations, Lucas has held senior roles with prominent establishments such as Hyatt Regency Singapore and Shangri-La Hotel, Singapore. He also played key roles at Utell International and later served as Vice President - Asia Pacific after Utell's acquisition by Pegasus Solutions. Lucas is a Founding Member of the Hospitality Sales & Marketing Association International (HSMAI) Asia Pacific Chapter and has actively contributed to its growth since 2004.



As a registered coordinator for the COPC®-2000 Standard for Call Center Operations, Lucas has a strong background in call center management. In addition, he co-owned MacroVision Network Pte Ltd, where he introduced Hotel Electronic Distribution Network Association (HEDNA) University programs to the Asia Pacific market.

Under Lucas' leadership, PHS has been the principal sponsor of the Singapore Hotel Association Best Department Awards since 2007. He is a well-known figure in the hospitality industry and has been invited to speak at various regional forums and conferences, showcasing his expertise in customer experience consultancy.

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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