



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.

Memetics 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 painpoints 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

Celso Wan *CCT-ACF, CEC-ACF, !CMF-ACF, CPSQA-TTI, CPEQA-TTI*



Executive Coach & Trainer -- People Development & Wellness

Chartered Master Coach & Facilitator in Talent Development by Cambridge International college

Master of Science in Strategic Human Resources Management

Master of Science in Work and Organisational Psychology (Pursuing)

Celso Wan has 18 years of experience in designing and providing learning and development solution, and conducting trainings to various companies and organizations. His work portfolio includes Human Resource Management Advisory, Performance Coaching, Leadership Development/Management, Change Management, Customer, Services and Employee Wellness.

Celso is specializing in Leadership Development. He is focusing to develop the leadership competence by self-reflection and action learning. He is the first external trainer invited by Alibaba Hong Kong Limited for leadership development. And he is also helping sizable companies to tailor-made the leadership development program, such as HKT Limited, China Unicom (Shanghai) and BOCI Credit Card (International) Limited etc. He often works closely with governmental departments. He has provided over 100 leadership training sessions for Civil Service Bureau, Customs and Excise Department and Food and Environmental Hygiene Department etc.

Customer Experience (CX) is a market phenomenon driven by the new media, and it consistently evolves. Adapting to CX enables organizations to enhance their WOM (Word-of-Mobile), which is the most effective way to drive business.

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