

## Customer Experience Essentials (Online Programme)

CONNECTION TECHNOLOGY 裝備未來  
**FUTURESKILLS**

**vLearn**  
HKPC Virtual Learning

**Customer Experience (CX)** is an important business practice for organisations to **perform better in the new economy**. Customer Experience is **everyone's job**.

This programme aims at helping employees in any job positions to understand how good customer experience can create values **regardless of scales and budget**.

An **interactive idea crowdsourcing portal** is offered, as an option for participants to apply their learning and contribute ideas after-class.

Programme code	10013158-02
Video Length	70 minutes
Platform	HKPC Academy vLearn
Medium	Cantonese with Chinese subtitles
Course fee	HK\$700 / HK\$630* *Group discount for 2 or more
Certificate Award	A Certificate of Accomplishment will be awarded to participants who have completed the course

### Learning Outcomes

- ✓ Participants will learn the fundamental knowledge of customer experience and understand how to create values from practising it.
- ✓ Inspires participants that good customer experience can be simple yet powerful; everyone can play a part to make a difference.
- ✓ Engages everyone on idea crowdsourcing exercise to gain momentum of discovering, learning and appreciating customer experience.
- ✓ Introduces some popular tools e.g. CJM, pain-points and opportunities, etc.

### Training Methodologies

1. Around one-hour online training programme for learning anytime, anywhere.
2. Experience Archetypes®: a framework adopted in the programme to understand and appreciate customer experience from the psychological perspectives of both external and internal customers.
3. Idea Hunter portal : for employees to collect, appreciate and share ideas. A digital Idea Box is therefore built for continuous inspiration flow. *(Post-training tool upon corporate request at additional fee)*

## Course Outline

- What is Customer Experience?
- Why should we care about it?
- What makes a great customer experience?
- Best practices of value creation through customer experience (depicted by Experience Archetypes<sup>®</sup>)
- What is Customer Centric?
- Who are the customers?
- The customer experience journey
- Value creation through discovering pain-points and opportunities
- The “Internal Customer” in customer experience
- Participants’ roles in practising customer experience (for both external and internal customers)

## Trainer Profile

### Max LEE

Max is one of the few who has senior level experience working in research, media and consulting organisations. He has had successful track records in solving commercial business problems creatively for global organisations. Now he provides agile consulting, service innovation solutions to corporates looking to make a difference.

His works cover a range of different industries (food and beverage, insurance, personal selling, property management, bank and finance, luxury and public utilities). He developed and held a patent of the methodologies and tools namely, Experience Archetype<sup>®</sup> and Idea Hunter<sup>®</sup> – a digital platform for innovative idea brainstorming to help organisations to promote innovation in their services. Max received Gold Award from Asia International Innovative Invention Award to recognise his contribution to service industry innovation.

Prior to this, Max spent the past 20 years in regional roles, working in agencies (Added Value, OMD/Omnicom, Synovate/Ipsos) helping global brands to develop and assess their services in order to enhance customer experience. He has been giving speeches in Hong Kong and Mainland China about creating and implementing customer centric ideas.



## Enrolment method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Bosco LAU). Please indicate the course name and course code on the back of the cheque and envelope.

[Enrolment form can be downloaded at  
<https://www.hkpcacademy.org/enrollment/>]



<http://u.hkpc.org/av7>