

# Customer Centric Marketing: From User Interface to User Experience (vLearn Programme)

CUSTOMER REVIEWS

5

CONNECTION TECHNOLOGY 裝備未來  
**FUTURESKILLS**

**vLearn**  
HKPC Virtual Learning

“The Customer Experience (CX) is the next competitive battleground.” Global leading brands have already shifted their focus from competing on latest advancing hardware products, to offer **more seamless, usable and accessible customer experience throughout the customer journey** of their products and services.

**Customer Experience (CX) is becoming more important than ever in the business market.** By identifying the pain points of the customer, brands are competing on **developing better User Experience (UX) and User Interface (UI) from the customers’ standpoint** to meet their needs and expectations.

In this 1-hour training, you will learn the **latest knowledge and concepts of marketing in the digital era and equip with the necessary skills and mindset to develop User Experience (UX) and User Interface (UI).**

Join now to enhance the **Customer Experience (CX)** and lead your products and services to **greater success!**

Programme Code

10015623-04

Programme Duration

Minimum 60 minutes divided into several learning sessions (Valid for 1 Year)

Platform

HKPC Academy vLearn

Medium

Cantonese with English and Chinese subtitles

Course Fee

HK\$380

Certificate Award

A Certificate of Accomplishment will be awarded to participants who have completed the course

## Learning Outcomes

- ✓ What does it mean by good customer experience
- ✓ Why is CX more important than ever, in the perspective of customers, businesses and the overall contemporary climate of Experience Economy
- ✓ Understand what are 4P, 4C and 4E in marketing and their correlations
- ✓ Understand the differences between User Experience (UX), User Interface (UI) and Customer experience (CX)
- ✓ What is a good UX and the Design Thinking Process?

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## Course Outline

1. Why Customers' Experience is so Important
  - In the customer's angle
    - Understand what is 4P, 4C and 4E in marketing and their correlation
  - In the business angle
    - "Buy, Say and Stay" concept
  - In the overall contemporary climate
    - Experience economy
2. Customer Experience (CX) vs User Experience (UX)
3. User Experience (UX) vs User Interface (UI)
  - Good UX
    - B.A.S.I.C. UX
    - Usability, accessibility
  - UX Design Thinking Process
    - Customer journey

## Trainer Profile – Daryl Choy

**Daryl CHOY** has extensive experiences in providing strategic marketing consultancy to large corporations in Hong Kong and China. He has over 20 years of training experiences. His core competences are digital marketing, customer experience, corporate strategy and employee development.

- Brand Building and Marketing Committee Member of China Association of National Advertisers
- Professional Committee of Shenzhen User Experience Association
- Founding Circle Member of World Experience Organization
- Author of Experience Wave

## 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/aR2>