

## Customer Experience Essentials (vLearn Programme)

Participants will learn key customer experience principles and discover **how simple actions can create value through exceptional customer service**, no matter their role.

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

Programme code	10017015-01
Video Length	70 minutes divided into several learning sessions (Valid for 1 Year)
Platform	HKPC Academy vLearn
Medium	Cantonese with Chinese subtitles
Course fee	HK\$700
Certificate Award	A Certificate of Accomplishment will be awarded to participants who have completed the course

### Learning Outcomes

- ✓ Understand the fundamentals of customer experience and how to create value through practical application.
- ✓ Recognise that delivering exceptional CX can be both simple and impactful.
- ✓ Familiarise yourself with popular tools, such as CJM, for identifying pain points and opportunities.
- ✓ Explore Experience Archetypes® as a framework to appreciate customer experience from both external and internal psychological perspectives.

## 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.



## 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 Ms Casey TAM). 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/>]

