

# CUSTOMER EXPERIENCE

Program Proposal | Gemba Solution Sdn Bhd



# Executive Summary

## i. Introduction

Customer Experience is a 2 days multi-methodologies high impact workshop design for the brand champions of the organization. This workshop will cover **4 major areas**; ie: Great Brands, The Changing Face of Luxury, Brand Service Standard and The Great Brand Experience. Drawing from practical experiences, this workshop is not a theoretical "one way", "spoon feeding" session done by most trainers but it focuses on what works in today's ever demanding, challenging and competitive business environment

## ii. Workshop Impact



Identify the requirements to be a great brand



Demonstrate appropriate Brand Service Standard at work



Identify what they can personally do to deliver the service promise



Understand and experience a Great Brand



Understand the different characteristics of a great brand

## iv. Learning Method

- \* The **proposed venue** for this workshop **will be discussed** once an agreement is made to the following location.
- \* The **selection of the venue** will solely be based on the requirement of the program where delegates will personally experience established '**brand service standard**' by a premium/established company.
- \* The location of the company is also imperative for the logistics of the program, as it should be located within **walking distance** to the luxury brand companies.
- \* **On day 1**, the delegates will be doing a fieldwork by visiting a recommended luxury companies to **observe and experience the service**. They will then need to share their group learning with the rest.
- \* **On day 2**, the delegates will be doing another fieldwork by visiting an **average/startup companies** to **observe and experience the service** from another perspective. They will then need to share their group learning with the rest.

## v. Workshop Delivery

Various small group training techniques with the emphasis of Experiential Learning approach including



Interactive  
Lectures



Experience  
Sharing



Humor and  
Storytelling



Small  
Initiatives  
and Field  
Work



video clips

## vi. Program Outline

TIME	CONTENT
Day 1	<p><b>Great Brands: The Requirements</b></p> <p>This module emphasizes the requirements for any brand to be a great brand. Delegates will be exposed to the journey of some examples of great brands. They will study each facet of brand development.</p>
	<p><b>Simple Truth of Service</b></p> <p>This mini module is an ‘eye opener’ for some delegates that some small positive behavior could change the service standard and eventually create an awesome brand experience. (Based on true story)</p>
	<p><b>Changing Face of Luxury</b></p> <p>This particular module will examine the evolution of luxury. Delegates will learn how consumer needs and wants evolved and how market changes consumer perception toward a brand.</p>
Day 2	<p><b>Field Work</b></p> <p>Delegates will be in their small group to do the project and it is essential for them to be focused and complete the task accordingly. They are also advisable to visit other luxury companies if time permits. Due to the nature of this workshop as such, it imperative that the second venue is located near the first area where the place are located and has got an impressive customer service standard</p>
	<p><b>Sharing Best Practices</b></p> <p>We will get the representative ideally the GM to share their practices on how they manage and satisfy customers’ satisfaction.</p>

## vii. Program Details

Venue	: TBC
Duration	: 2 Day
Trainer	: Syukri Hadafi Hamdan/ Saharuddin Kadir
Medium	: Malay/ English

## viii. Fee Structure

TO BE DISCUSSED