



CODE:	SEM8-04-2017-SMTA
TITLE:	Workshop on Quality Service for SMEs: Service Innovation - from Customer Service to Customer Experience
OBJECTIVE:	<p>Through this workshop, participants would:</p> <ul style="list-style-type: none"> • recognize the importance and value of customer experience management in business • understand the content, elements and methods of customer experience management • Learn and understand the experience curve • Learn to design the experience journey to enhance the customer experience • Design and embed the customer experience into the actual business model through case study and exercise
CONTENT:	<ul style="list-style-type: none"> • What is the Internet? How to Use Internet thinking? • Introduction to the Experience Curve • The Decline of Customer Service and the Trend of Customer Experience • What is Customer Experience Management (CEM)? • Drawing the Diagram of Experience • Case Study and Applied Research
DESIGNED FOR:	Managerial personnel in service industry
SPEAKER(S):	<p>Mr Daryl Choy</p> <p>Holder of Master Degree in Marketing and Bachelor Degree (Honours) in Economics; Author of the Experience Economy; with over 20 years of marketing and management experience, Mr Choy contributed to the success of Coca-Cola on the national sales champion and assisted the world's largest garment manufacturer Crystal Group to consolidate its leader position for five consecutive years, winning the Gold Award for Excellence in Training and Development (Development Category) organized by the Hong Kong Management Association (HKMA)</p>
ORGANIZED BY:	<p>Wynn Resorts (Macau), S.A (Principal Organizer)</p> <p>Macau Productivity & Technology Transfer Center (Co-organizer)</p>
NO. OF SEATS:	50
DATE & TIME:	<p>April 1, 2017 (Saturday), 3 p.m. - 6 p.m.</p> <p><Deadline for Registration: March 28, 2017></p>
LANGUAGE:	Cantonese (handouts in Chinese)
FEES:	Free of charge
VENUE:	CPTTM Head Office Auditorium (Rua de Xangai 175, Edif. ACM 7 Andar, Macau)
ONLINE REGISTRATION	Http://www.cpttm.org.mo/seminars



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~ The organizer reserves the right to cancel the seminar or modify its topic, content and/or speaker without prior notice. ~