

# BUILDING AI-DRIVEN CUSTOMER EXPERIENCES

2-Day CX Training Workshop Brochure



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Modules	Description
THE IMPORTANCE OF CUSTOMER EXPERIENCE	<p><b>Change Management: The Key to Success</b></p> <ul style="list-style-type: none"><li>• Cultural shift</li><li>• Alignment with organisational goals</li><li>• Cross-functional collaboration</li><li>• Communication and awareness</li><li>• Cultivating a customer-centric mindset</li></ul> <p><b>The Role of Culture</b> Understanding why culture is crucial and how to initiate the transformation.</p>
FUNDAMENTALS OF CUSTOMER EXPERIENCE	<p><b>Understanding Consumer Behaviour:</b> Influencing factors include social and cultural norms, prior experiences, cognitive processes, and more.</p> <p><b>Deciphering Consumer Needs:</b> Categories of needs include physiological safety and security, love and belongingness, self-actualisation, and more.</p> <ul style="list-style-type: none"><li>• Balancing consumer efforts against needs, time &amp; security.</li><li>• Application of Key Fundamentals in Your CX Journey.</li></ul>
CUSTOMER SERVICE VS CUSTOMER EXPERIENCE	<p>Defining differences between customer service and customer experiences, and how it shapes strategy.</p>

Modules	Description
CUSTOMER WOW FACTOR	Understand how your business service baseline forms the foundation of CX. Identify areas of improvement, set realistic goals, allocate resources, and effectively measure the impact of your efforts.
CUSTOMER RETENTION	Involves satisfying existing customers to ensure their continued patronage. We dive deep into the principles, strategies and real-life examples.
CUSTOMER EFFORT	Understand customers' required effort to obtain services, and simplify interactions to create frictionless CX.
CUSTOMER JOURNEY MAPPING	Develop a holistic view of the customer's experience from initial awareness to post-purchase and beyond.
DESIGNING YOUR COMPANY'S CX STRATEGY	<ul style="list-style-type: none"><li>• Drawing the customer journey</li><li>• Applying the fundamentals to your customer journey</li><li>• Developing 3 key starting points for CX strategies</li></ul>
APPLYING AI IN YOUR CUSTOMER JOURNEY	<ul style="list-style-type: none"><li>• Current state of A.I.</li><li>• Practical implementations of AI in CX.</li><li>• The future of AI / CX implementation</li></ul>





## Ms Yvonne Ng

*Customer Experience Visionary Officer*  
*ANBIZ Sdn Bhd*

Yvonne Ng has 23 years of experience within the Customer Experience (CX) and Customer Relationship Management (CRM) sector – with a focus on strategy, process optimisation and skill enhancement.

Her professional experience includes extensive consultancy and project management work with regional clients, especially within highly regulated industries, such as banking, insurance, healthcare and government.

As the founder of a technology company, she also has firsthand experience in leveraging technology to drive business success and enhance customer experiences.

Through this workshop, participants can expect a comprehensive training that bridges the gap between strategy, operations, and technology.

“ — Good engagement, good crowd in the session that very friendly and take part in the activities. Exchange of feedback from different organizations/fields.



Nadia  
Cohort Mar 2024 CX Workshop

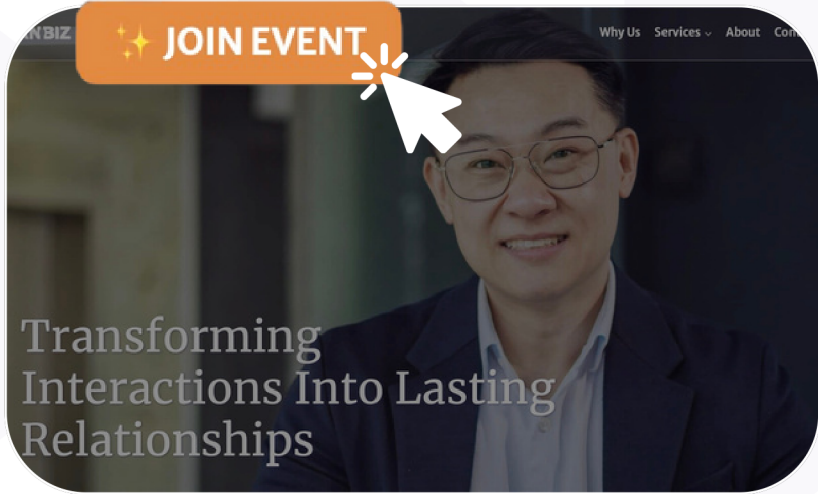


# How to Register

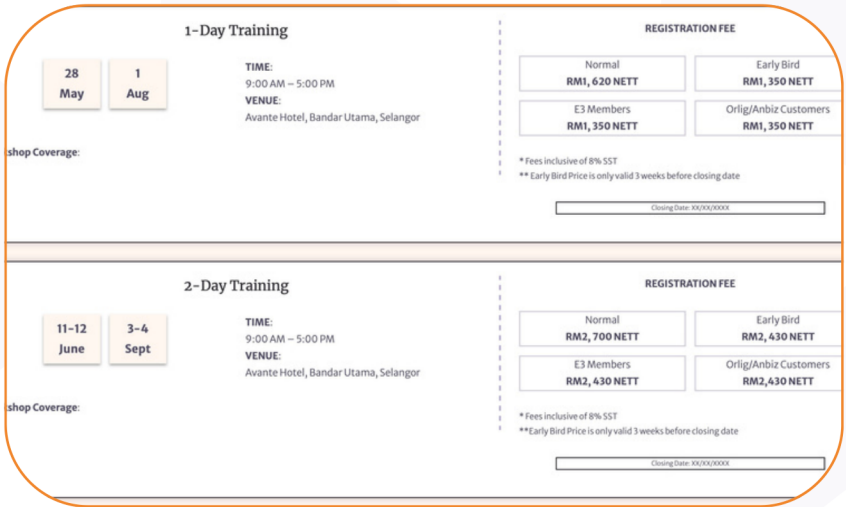
1 Visit [www.anbiz.com](http://www.anbiz.com)



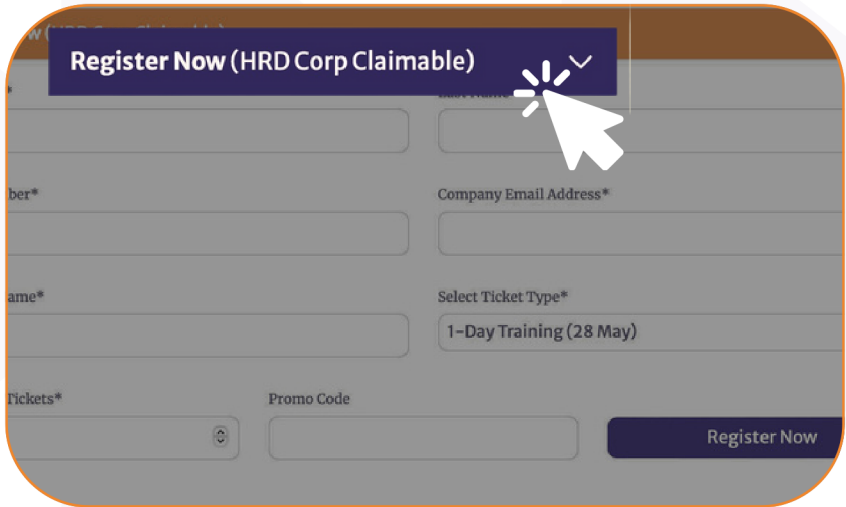
2 Click “Join Event” Button at top of page



3 Review workshops’ timing & availabilities



4 Click “Register Now” & fill in information



Category	Registration Fee
Normal	RM2,500
Early Bird	RM2,250
E3 Members	RM2,250
Orlig/Anbiz Customers	RM2,250

### Terms and Conditions:

- 1.This workshop is limited to 20 seats per session.
- 2.All prices are subject to an 8% service tax.
- 3.All payments must be made 7 working days before the training for non-HRDC participants.
- 4.Any cancellation must be made in writing to reach us within 7 working days prior to the training date.
- 5.If written notice is received less than 7 working days prior, 50% of the total training fees will be charged for both HRDC and non-HRDC participants.
- 6.All information, prices, services, and availability are subject to change without prior notice.

### CONTACT US

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