



# Chinese Customer Success and LiVE Workplace Delivery

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**Institute of  
Advanced  
Business**

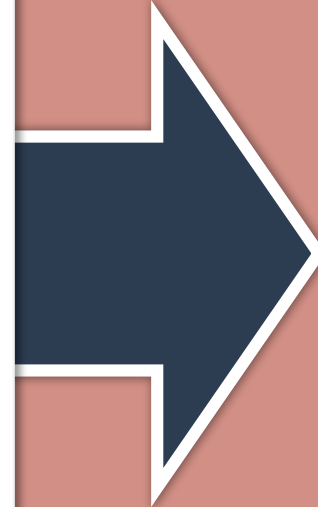
# Our Model



# The Opportunities

## Chinese Customer Success

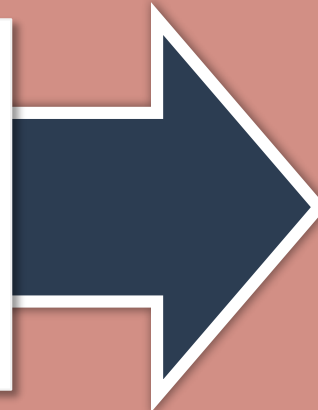
- 1 million Chinese Australians
- 170,000 Students
- 1.4 million tourists (2.2m by 2024)
- 900 million online  
(goods and online services e.g. telehealth)



**2% lift = \$884m**  
bigger Vic economy

## LiVE *interactive* Video Education

- SME and Community Services/Non profit Vic workforce – 2 million+, traditional face to face workplace delivery low reach



**20,000 +**  
additional workplace  
based VET learners



## 2 WTI Visions

*“famous as the friendliest and best international place to study or visit for Chinese people”*

*“most convenient and effective workplace Vocational training available through **LiVE interactive** Video Education”*





Founding consortia April 2018

## Our team

Joined in 2019



150 +  
Employers

\* 500+ employees: hotels, restaurants, stores, health services, community services, local government, franchisees

# The Innovations

## For TAFEs and VET Trainers

Train-the Trainer - **LiVE Design and Delivery** program – can be used for any course

### **LiVE Studio Set Up and Operation**

Train-the Trainer - **Chinese Customer Success**

- 12 Units of Competency (Community Services, Retail, Tourism, Hospitality and Business qualifications)
- E-learning and Printable Training and Learning Resource kits

## For Employers and Learners

2 micro-credentials

- **Chinese Service Excellence** (employees in community services, retail, tourism, hospitality etc.)
- **Chinese Customer Strategy** (Business owners, Strategy and Marketing Managers across all sectors)

Delivered by

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Surf Coast Times  
FREE LOCAL NEWS

NEWS SPORT LIVING REAL ESTATE PRINT EDITION

## QR TECH TO BE A GREAT HELP TO SWIMMING CHINESE TOURISTS

written by James Taylor | 18/04/2019



An example of one of the QR codes to be placed at beaches along the Great Ocean Road. Once scanned on a smartphone, the user will be sent straight to a landing webpage containing water safety information (like instructions to swim between the flags) and educational resources in Chinese.

QUICK Response (QR) Codes are being added to water safety signs on the Great Ocean Road as part of a deliver vital water safety and education information to Chinese tourists, through a federal government initiative led by Life Saving Victoria (LSV).

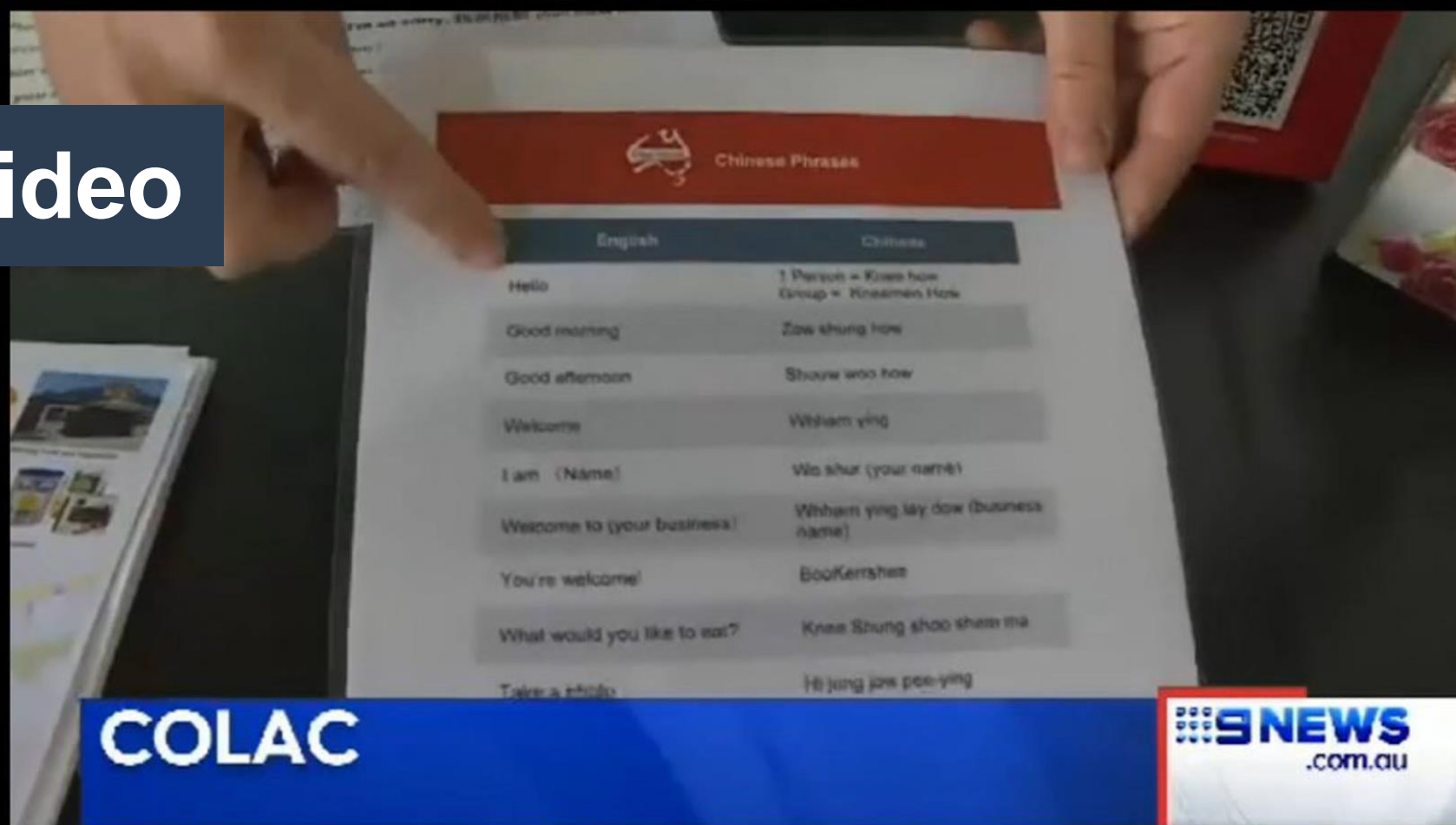
Victoria recorded 26 drowning deaths over summer, only two deaths below the tragic 1997/98 summer of 28 drownings. This comes as record numbers of people flock to the Great Ocean Road, with annual visitors predicted to rise from six million to 8.6 million in the next 10 years.

G'Day Friends QR codes will be placed at Torquay, Eastern View, Anglesea, Fairhaven, Lorne and Apollo Bay.

Once scanned on a smartphone, the user will be sent straight to a landing webpage containing water safety information and educational resources in Chinese.



Video



The image shows a hand pointing to a table of Chinese phrases displayed on a screen. The table is titled 'Chinese Phrases' and has two columns: 'English' and 'Chinese'. The phrases listed are:

English	Chinese
Hello	1 Person = Kwei how Group = Kneamen How
Good morning	Zow shung how
Good afternoon	Showw woo how
Welcome	Wihem ying
I am (Name)	Wlo shur (your name)
Welcome to (your business)	Wihem ying lay dow (business name)
You're welcome!	BooKerrshen
What would you like to eat?	Knee Shung shoo shem ma
Take a photo	He jung jow pee-ying

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# Lessons

**Trainers can learn Chinese Customer  
Success knowledge and skills**

**=**

Learners gain Chinese customer skills = better service/community care for Chinese customers/clients + better jobs/more hours for learners

**LiVE knowledge and skills**

**=**

More convenient workplace training across all sectors and qualifications = more learners and better employment outcomes

**Employers and employees can develop CSS  
skills and learn through LiVE**

**=**

Amplified and accelerated demand for workplace training = increased learners from SME/Non-profit sectors

**State G + Local G + VET Providers +  
Chambers/Sector Associations + Local Media**