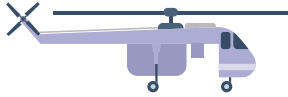


# LET'S GET INTERACTIVE





# INTRODUCING THE CUSTOMER JOURNEY GAME

1

The Customer Journey Game is an interactive business board game designed to promote employee engagement in building a customer-centric culture in organizations.

With an innovative design, the game board replicates the stages of a customer journey, as well as the many touch points along the way.

The game enhances understanding of the end-to-end customer journey by emphasizing how each engagement either positively or negatively impacts an entire experience.

2

## LET'S DRIVE EMPLOYEE ENGAGEMENT

This innovative game combines experiential learning and the methodology of Monopoly™ to empower players to shape future business success through delivering exceptional customer experiences at every touch point.

The game enables employees to realize their impact on customer experiences and consider how they can contribute to a smooth customer experience in the future.

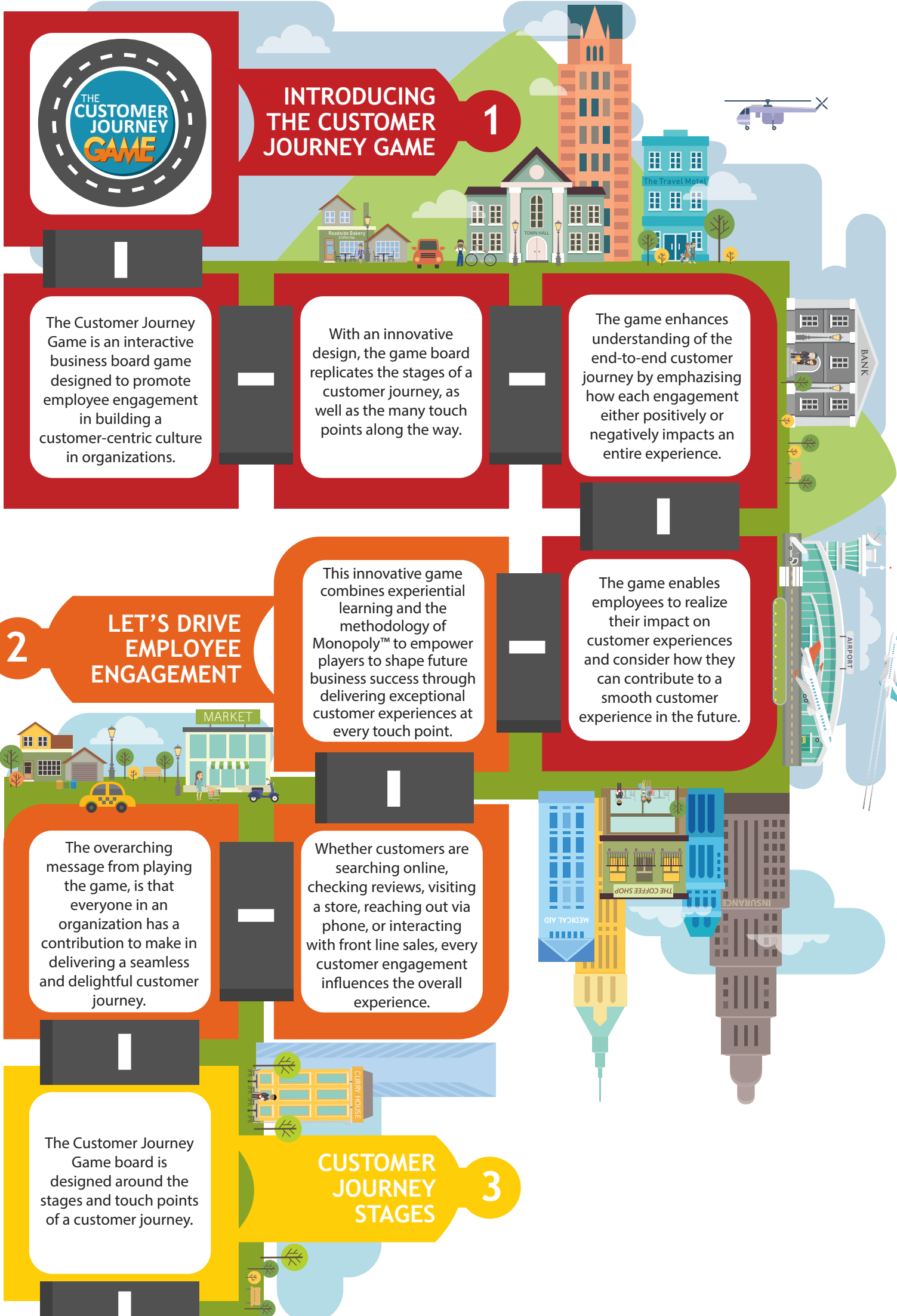
The overarching message from playing the game, is that everyone in an organization has a contribution to make in delivering a seamless and delightful customer journey.

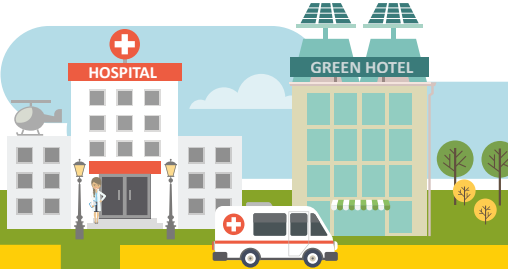
Whether customers are searching online, checking reviews, visiting a store, reaching out via phone, or interacting with front line sales, every customer engagement influences the overall experience.

The Customer Journey Game board is designed around the stages and touch points of a customer journey.

## CUSTOMER JOURNEY STAGES

3





- driving teamwork & employee engagement
- raising awareness of touch-points on a customer journey
- breaking down inter-departmental silos and increasing cross company collaboration
- involving employees in problem solving & sharing solutions
- creating understanding that everyone has a role to play in CX
- highlighting the importance of customer retention

**YOU WIN 1 CUSTOMER.**



One game box accommodates a maximum of 8 players in a team and lasts approximately 60 - 90 minutes.

Key objectives of the game include:-



On the way they encounter Happy Customer, Unhappy Customer, and Task blocks, drawing corresponding cards to win or lose customers.

In this engaging game, players roll a dice and move their customer avatar across a beautifully designed board.

**PLAYER WITH THE MOST CUSTOMERS WINS!**  
Just like in business

**4**



Players landing on 'Task Cards' face challenges that test their customer service and creativity skills.

They are required to suggest service improvements, identify customer pain points, capture team selfies and share them on social media, or record their team singing a song.

Get ready to document your journey, as this game creates unforgettable memories.



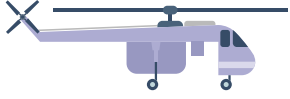
**The player with the most customers wins!**

The goal is to accumulate the most customers and retain them, simulating the real-world of business competition.

Players earn happy customers for good experiences and lose customers for poor ones.



# RATE CARD





## The Customer Journey Game - 6 box bundle

The Customer Journey Game bundle includes 6 x game boxes. Each game box accommodates up to 8 players in a team. The 6 box bundle accommodates up to 48 players per session. Game duration +- 90 mins. Price includes 1 x year license.



**R30,000 + Vat**

excluding shipping / delivery

[MORE ABOUT THE CUSTOMER JOURNEY GAME](#)

## The Customer Journey Game - 6 box bundle BRANDED

The Customer Journey Game branded bundle includes 6 x boxes of the game (any edition) 6 x fabric game boards branded with company logo in top right corner 72 x game cards branded with company logo at bottom left corner

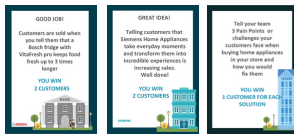
**R35,000 + Vat**

excluding shipping / delivery



## The Customer Journey Game - CUSTOMISED GAME CARDS DESIGN FEE

The Customer Journey Game cards can be customised to reflect information about company brands, products or services. Customisation requires 30 days notice for research and design. The customisation fee is a once-off design fee, which is over and above the purchase cost of The Customer Journey Game.



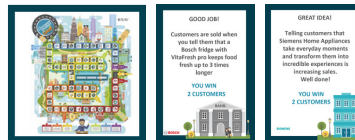
**R30,000 + Vat**

once-off design fee

minimum 30 days delivery

## The Customer Journey Game - CUSTOMISED BOARD & CARDS DESIGN FEE

The Customer Journey Game cards and game board wording can be customised to reflect information about company brands, products or services. Customisation requires 30 days notice for research and design. The customisation fee is a once-off design fee and is over and above the purchase cost of The Customer Journey Game.



**R60,000 + Vat**

once-off design fee

minimum 30 days delivery

## HIRE THE GAME & A FACILITATOR FOR EVENTS

If you are not looking to buy The Customer Journey Game, you can book a facilitated session and hire the games for an event. **The 2-hour facilitated session** includes a short presentation on the difference between customer service and customer experience, as well as an explanation of a customer journey.

Hire of Facilitator + 12 x games for up to 96 players **R30,000 + Vat for**

Hire of Facilitator + 24 x games for up to 192 players **R40,000 + Vat for**

For groups larger than 192 players, email for a quote

EMAIL

[ABOUT LYNN BAKER - CUSTOMER EXPERIENCE SPECIALIST](#)

prices exclude travel & accommodation.



EMAIL

WEBSITE



http://