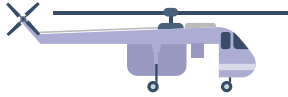


# LET'S GET INTERACTIVE





# 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.

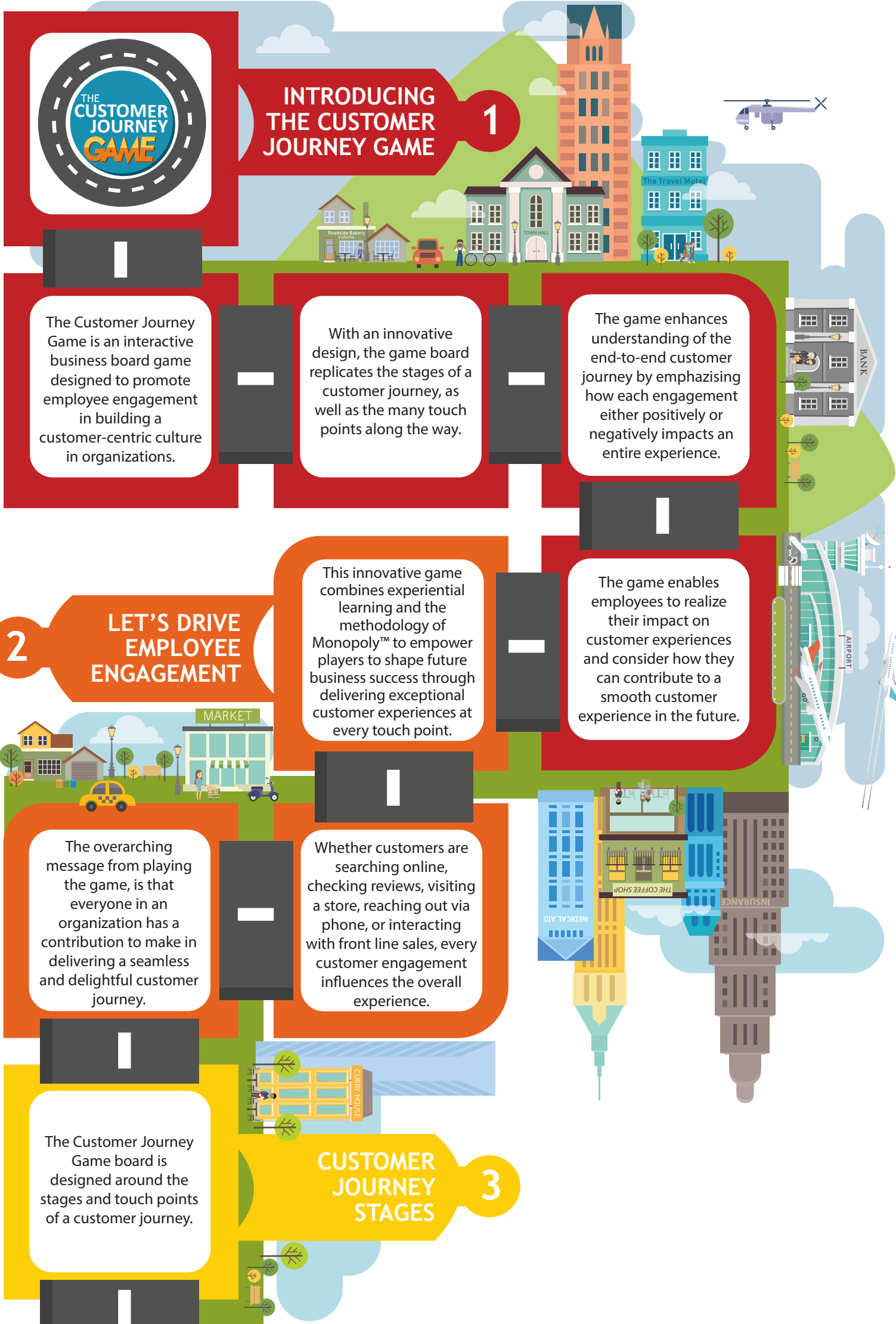
The overarching message from playing the game, is that everyone in an organization has a contribution to make in delivering a seamless and delightful customer journey.

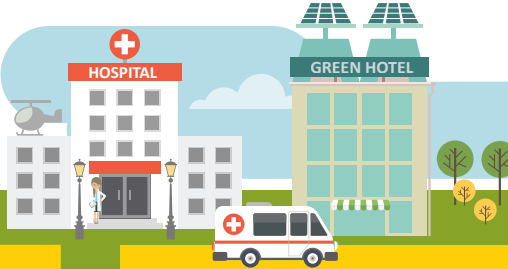
Whether customers are searching online, checking reviews, visiting a store, reaching out via phone, or interacting with front line sales, every customer engagement influences the overall experience.

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.

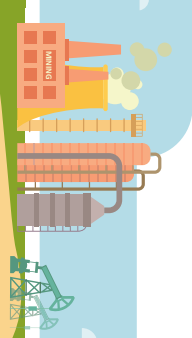
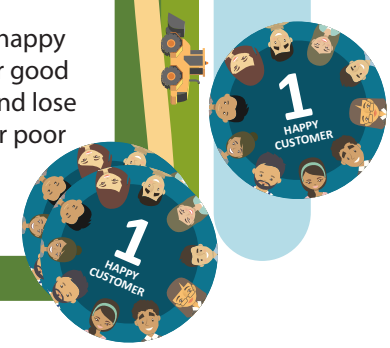
Get ready to document your journey, as this game creates unforgettable memories.



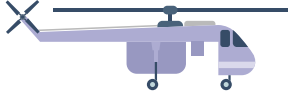
**The player with the most customers wins!**

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



## HIRE THE GAME FOR CONFERENCES & EVENTS

### Hire The Customer Journey Game & Facilitator for Events

Transform the mundane into the extraordinary! Say goodbye to dull conferences and hello to a new era of interactive learning with The Customer Journey Game. We're here to revolutionize your events, injecting a powerful dose of excitement, education, and entertainment. No more snooze-worthy lectures—our game is designed to spark creativity and foster customer-centric thinking. Get ready to break free from the ordinary and dive into a world where every conference is a dynamic adventure. Unleash the potential of your gatherings and make them unforgettable with The Customer Journey Game - where learning meets fun! **The 2-hour facilitated session** includes a 30 minute introductory keynote entitled 'Beyond Service to Driving Customer Experience, playing The Customer Journey Game, as well as a short feedback session

Hire of 12 x games and game facilitator for up to 96 players (12 x teams of 8 players per team) **R36,000 + Vat**

Hire of 24 x games and game facilitator for up to 192 players (24 x teams of 8 players per team) **R48,000 + Vat**

For larger groups please email for a quote

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

exclude travel & accommodation.

## BUY THE GAME FOR CUSTOMER EXPERIENCE TRAINING

### The Customer Journey Game - 2 box bundle

The Customer Journey Game - 2 x box bundle accommodates 2 teams of 8 players per team, with a maximum of 16 players. Customers can order any edition of the game, i.e. Business Edition, Hospitality Edition, Restaurant Edition. Game duration is 60 - 90 mins. Price includes 1 x year license.



**R15,000 + Vat**

excluding shipping / delivery

[MORE ABOUT THE CUSTOMER JOURNEY GAME](#)

### The Customer Journey Game - 4 box bundle

The Customer Journey Game bundle includes 4 x game boxes. Each game box accommodates up to 8 players in a team. The 4 box bundle accommodates up to 32 players per session. Game duration 60 - 90 mins. Price includes 1 x year license. Customers can order any edition of the game, i.e. Business Edition, Hospitality Edition, Restaurant Edition.

**R20,000 + Vat**  
excluding shipping / delivery



### 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 60 - 90 mins. Price includes 1 x year license. Customers can order any edition of the game, i.e. Business Edition, Hospitality Edition, Restaurant Edition.



**R30,000 + Vat**

excluding shipping

7 - 14 days delivery



# OPTIONAL EXTRA'S FOR THE CUSTOMER JOURNEY GAME

## The Customer Journey Game - BRANDED GAME BOARDS & CARDS

The Customer Journey Game fabric boards can be branded with a company logo in top right corner of the board, as well as on the bottom left corner of each of the 72 cards in each game.



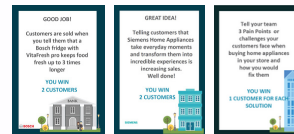
**R10,000 + Vat**

for design and print of a minimum order of 6 x game boxes  
excluding shipping / delivery  
Allow +/- 21 days for design, print and delivery

## The Customer Journey Game - CUSTOMISED GAME CARD WORDING

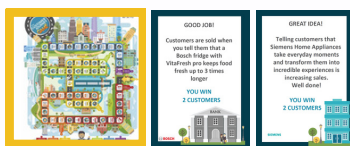
The Customer Journey Game cards can be customised to reflect information about company brands, products or services. Customisation requires 30 days notice for research and design. The customisation fee is a once-off design fee, which is over and above the purchase cost of The Customer Journey Game.

**R30,000 + Vat**  
once-off design fee  
minimum 30 days delivery



## The Customer Journey Game - CUSTOMISED WORDING ON BOARDS & CARDS

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

## The Customer Journey Game - IDEAS & IMPROVEMENTS BOARD

Whilst playing The Customer Journey Game, players often identify key pain points in the customer journey and come up with some great ideas and recommendations for solutions. We've found that it's a great idea to have somewhere for players to quickly make a note of their ideas for future reference. The 'Ideas & Improvements' posters are laminated A1 size (594 x 841 mm) are easily stuck to a wall with prestick and come in packs of 6 x posters.

**R3,000 + Vat**  
6 x A1 laminated posters (594mm x 841mm)  
excluding shipping

