

THE
CUSTOMER
EXPERIENCE

COMPANY (SA)

Customer Experience
Training Services & Resources

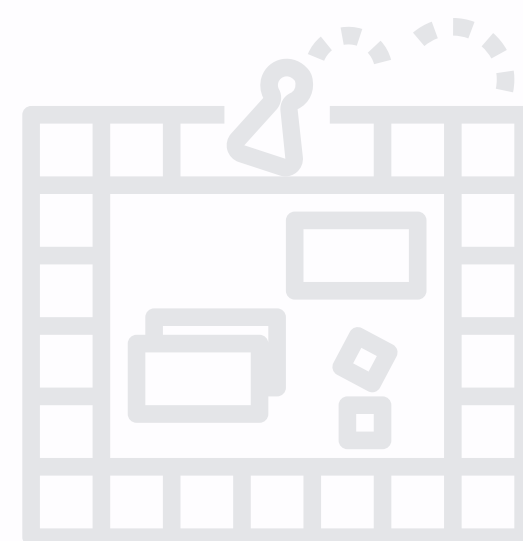
#CX

RATE CARD
2021

THE
CUSTOMER
EXPERIENCE
COMPANY (SA)

CUSTOMER EXPERIENCE GAMES

INTERACTIVE & IMMERSIVE CUSTOMER EXPERIENCE TRAINING GAMES



VIEW ON WEBSITE
INTERACTIVE & IMMERSIVE CUSTOMER
EXPERIENCE TRAINING GAMES





CUSTOMER EXPERIENCE GAMES GALLERY





CLICK TO WATCH THE CUSTOMER GAME IN ACTION

SEARCH

What is the Customer Journey Game?

Search



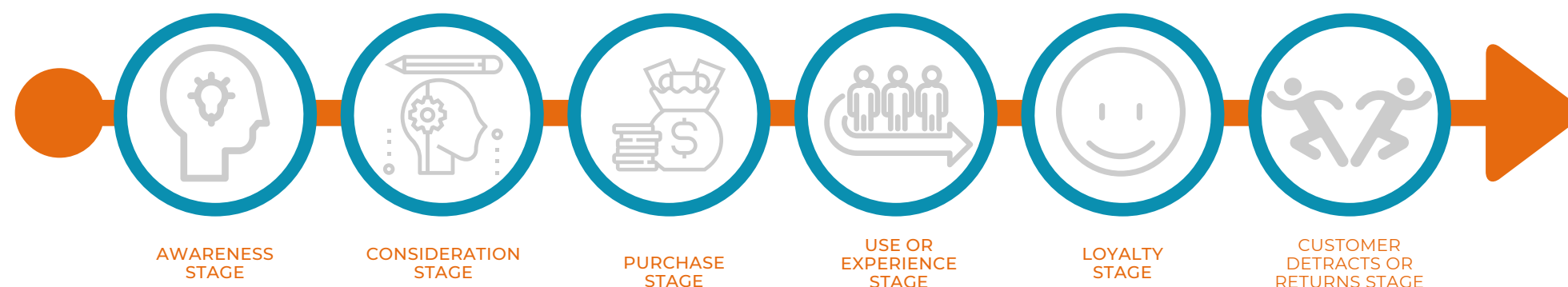
THE CUSTOMER JOURNEY GAME - INTERACTIVE TRAINING

CUSTOMER EXPERIENCE TRAINING GAME THAT DRIVES EMPLOYEE ENGAGEMENT

The Customer Journey Game is a facilitated interactive business board game, designed to shift the thinking of employees from focusing merely on the point of purchase, to expand their view to all the touch points where a customer engages with the business. Designed to simulate an end-to-end customer journey, the game gives employees a better understanding of the many touch points along an end-to-end customer journey, and how each touch point influences either a negative or positive experience.

The Customer Journey Game is designed around 6 stages of a customer journey:-

The key to understanding customer experience, lies in recognizing that the path to purchase starts long before customers buy and their experience lasts long after they purchase. Whether customers search online, visit a store, call the office or engage with a sales representative, identifying the key touch points during the customer journey enables us to identify pain points and areas of improvement that could influence the purchasing decision and positively impact the customer experience.



NUMBER OF PARTICIPANTS

8 x players per team

DURATION = 1 - 2 hours
(depending on client requirements)

REQUIREMENTS

Boardroom or training room with round or square tables that accommodate 6 - 8 players in a team.

Hire the Customer Journey Game + Facilitator

5 - 48 players = U\$1,500 + Vat 6 x teams (8 players per team)
49 - 96 players = U\$2,000 + Vat 12 x teams (8 players per team)
* Add additional teams of 8 players @ U\$100.00 + Vat per team

FEES INCLUDE

HIRE of Customer Journey Game Boards + all game elements
Professional game facilitator for up to 2 x hours
Bookings within 50km radius of Dubai, UAE

FEES EXCLUDE

- Exclude VAT
- Hire of a Boardroom or training room & catering
- Road travel 50kms outside Dubai charged at U\$1.00/km
- Return Air Travel for bookings outside Dubai
- Facilitator accommodation for out of Dubai bookings

COMPANY BRANDING

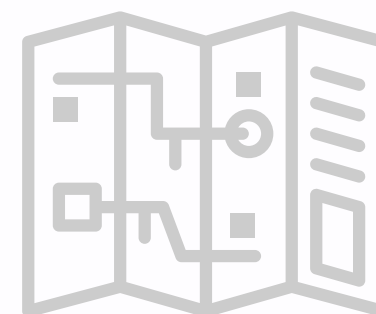
- **BRANDED GAME BOARDS** - Game boards can be branded with a company logo at an additional cost of U\$100 + Vat per linen game board.
- **BRANDED & PERSONALISED GAME SETS** - The wording on the Customer Journey Game 'Happy Customer' and 'Unhappy Customer' cards can be changed to meet the needs of your company or specific industry at a cost of U\$2,000 which includes game boards with company logo, personalised wording and 6 x full sets of the game.

*** PLEASE NOTE - CX Company requires at least 4 weeks notice to design, print and deliver branded and personalised games.

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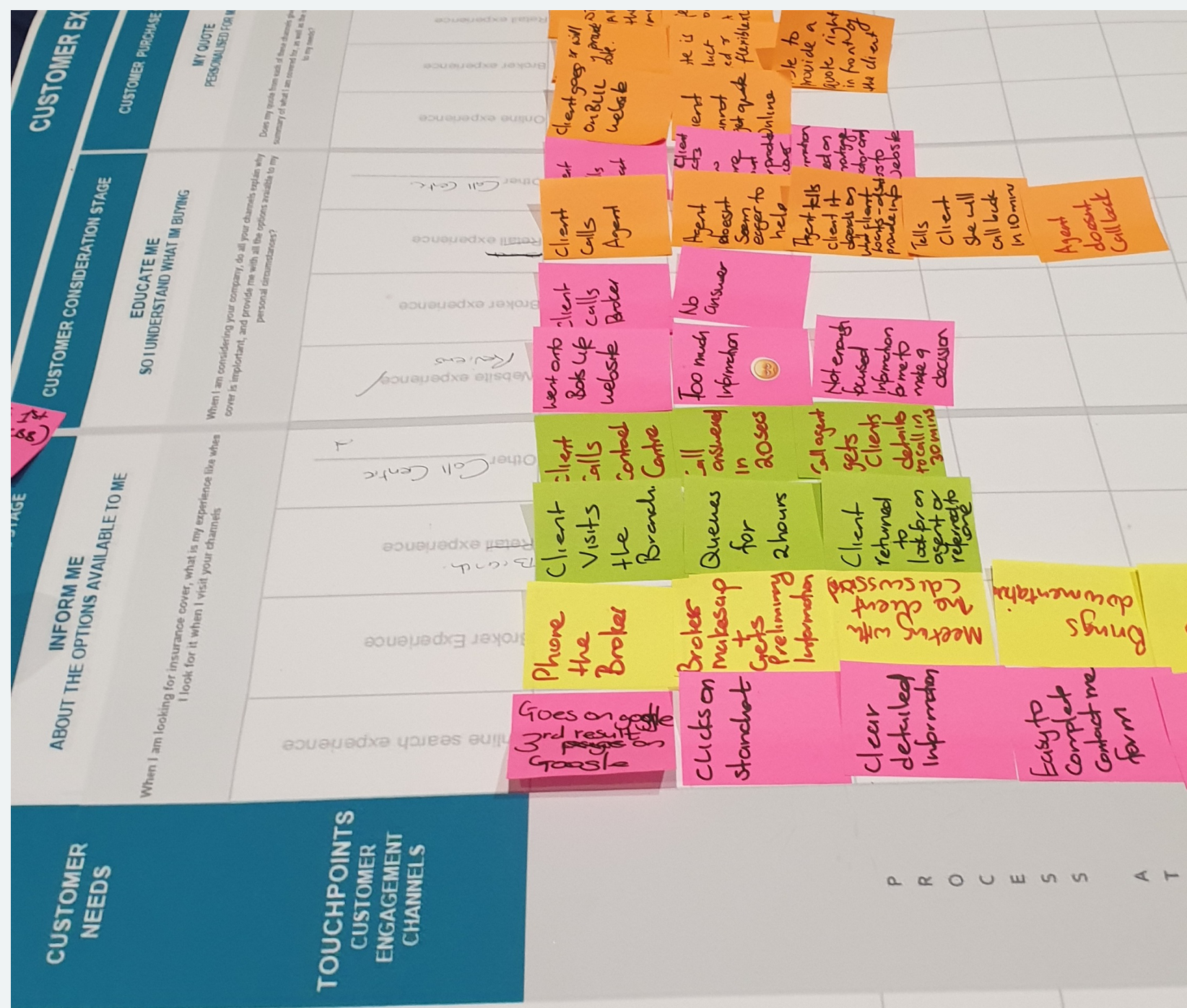
CUSTOMER JOURNEY MAPPING

INTERACTIVE CUSTOMER JOURNEY MAPPING INTERVENTIONS

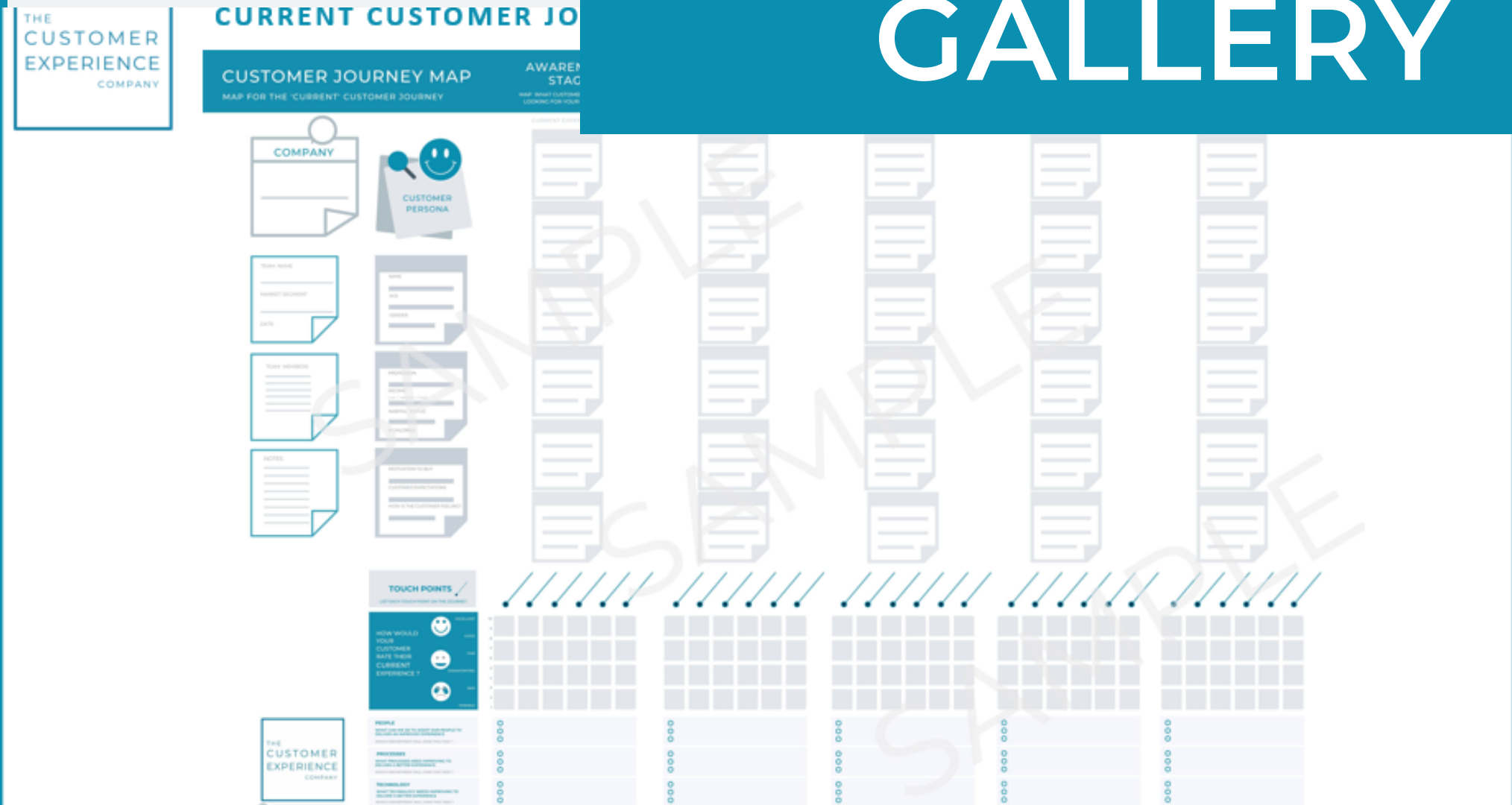


VIEW ON WEBSITE
CUSTOMER JOURNEY MAPPING





CUSTOMER JOURNEY MAPPING GALLERY



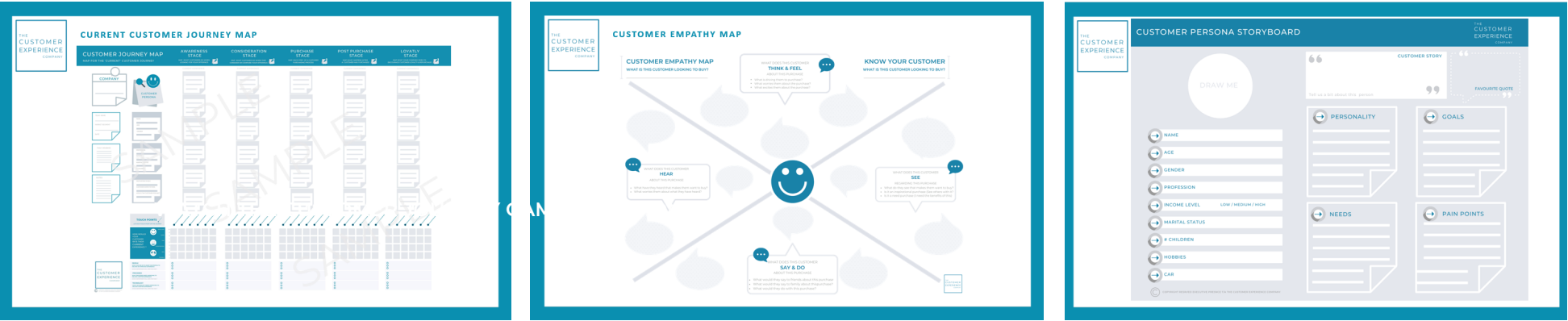


CUSTOMER JOURNEY MAPPING - TRAINING WORKSHOPS

INTERACTIVE WORKSHOPS DESIGNED TO IDENTIFY KEY TOUCH POINTS & PAIN POINTS IN THE CURRENT CUSTOMER JOURNEY AND RECOMMEND IMPROVEMENTS FOR IDEAL FUTURE JOURNEYS

Customer Journey Mapping interactive 3 - 4 hour workshops allow participants to get out of head space of being a supplier and into the head space of being a customer. This allows them the opportunity to identify critical touch points, as well as pain points during a customer experience and make recommendations for improvements. After the Customer Journey Mapping workshop, participants categorize improvements into the key pillars of people, processes and technology and improvement tasks are allocated to the respective personnel in these departments to action.

CUSTOMER JOURNEY MAPPING workshops are run to identify the key touch points and pain points in the current customer journey and identify opportunities for improvement. Depending on time available, clients can opt for a 'Current Journey Mapping workshop' which lasts 3 hours or a 'Current & Future Mapping workshop' that lasts 4 - 6 hours. At the conclusion of the mapping workshops, participants are asked to submit a list of priority improvements in terms of people, processes and technology and allocate tasks to the relevant department heads.



FEES

Half Day (4 x hours) U\$1,500+ Vat (Up to 24 pax in 3 teams)
Full Day (8 x hours) U\$2,000 + Vat (Up to 24 pax in 3 teams)

Additional teams of 8 pax @ U\$150 + Vat per team

FEES INCLUDE

- 3 x Customer Journey Maps A0 size for 3 x teams of 8 participants = 24 participants
- 3 x Customer Empathy Maps
- 3 x Customer Storyboard blueprints
- 3 x packets sticky notes
- 3 x packets of whiteboard markers
- 3 x packets of Prestick
- Bookings within 50km radius of Dubai, UAE

FEES EXCLUDE

- Exclude VAT
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Road travel 50kms outside Sandton, Jhb charged at U\$1.00/km
- Return Air Travel for bookings outside Dubai, IAE
- Facilitator accommodation for out of Dubai bookings

CUSTOMER JOURNEY MAP - CORPORATE BRANDING

Customer Journey Maps can be branded with company logo at an additional cost of U\$50 + Vat per board. Please allow 14 days for design, print & delivery of branded maps.



CUSTOMER JOURNEY GAME + CUSTOMER JOURNEY MAPPING - TRAINING WORKSHOPS

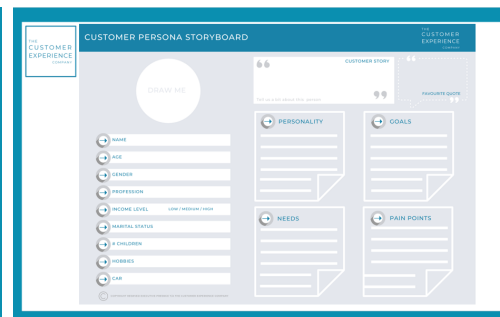
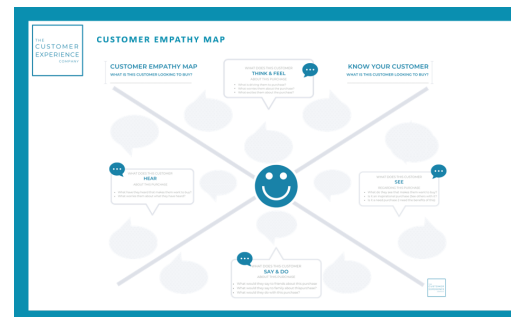
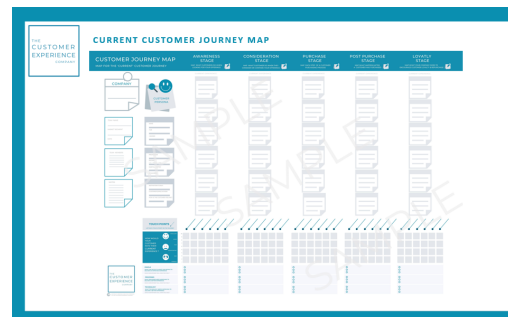
INTERACTIVE WORKSHOPS DESIGNED TO IDENTIFY KEY TOUCH POINTS & PAIN POINTS IN THE CURRENT CUSTOMER JOURNEY AND RECOMMEND IMPROVEMENTS FOR IDEAL FUTURE JOURNEYS

This training session starts with the interactive Customer Journey Game, creating some fun and setting the tone for the journey mapping workshop. Customer Journey Mapping interactive workshops allow participants to get out of head space of being a supplier and into the head space of being a customer. This allows them the opportunity to identify critical touch points, as well as pain points during a customer experience and make recommendations for improvements. After the Customer Journey Mapping workshop, participants categorize improvements into the key pillars of people, processes and technology and improvement tasks are allocated to the respective personnel in these departments to action.

CUSTOMER JOURNEY MAPPING workshops are run to identify the key touch points and pain points in the current customer journey and identify opportunities for improvement. Depending on time available, clients can opt for a 'Current Journey Mapping workshop' which lasts 3 hours or a 'Current & Future Mapping workshop' that lasts 4 - 6 hours. At the conclusion of the mapping workshops, participants are asked to submit a list of priority improvements in terms of people, processes and technology and allocate tasks to the relevant department heads.



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FEES

Half Day (4 x hours) U\$2,000+ Vat (Up to 24 pax in 3 teams)

Full Day (8 x hours) U\$2,500+ Vat (Up to 24 pax in 3 teams)

Additional teams of 8 pax @ U\$150 + Vat per team

FEES INCLUDE

HIRE of 3 x Customer Journey Games for up to 24 pax

3 x Customer Journey Maps A0 size for 3 x teams of 8 participants = 24 participants

3 x Customer Empathy Maps

3 x Customer Storyboard blueprints

3 x packets sticky notes

3 x packets of whiteboard markers

3 x packets of Prestick

Bookings within 50km radius of Sandton, Johannesburg

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

CUSTOMER JOURNEY MAP - CORPORATE BRANDING

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CUSTOMER EXPERIENCE KEYNOTES

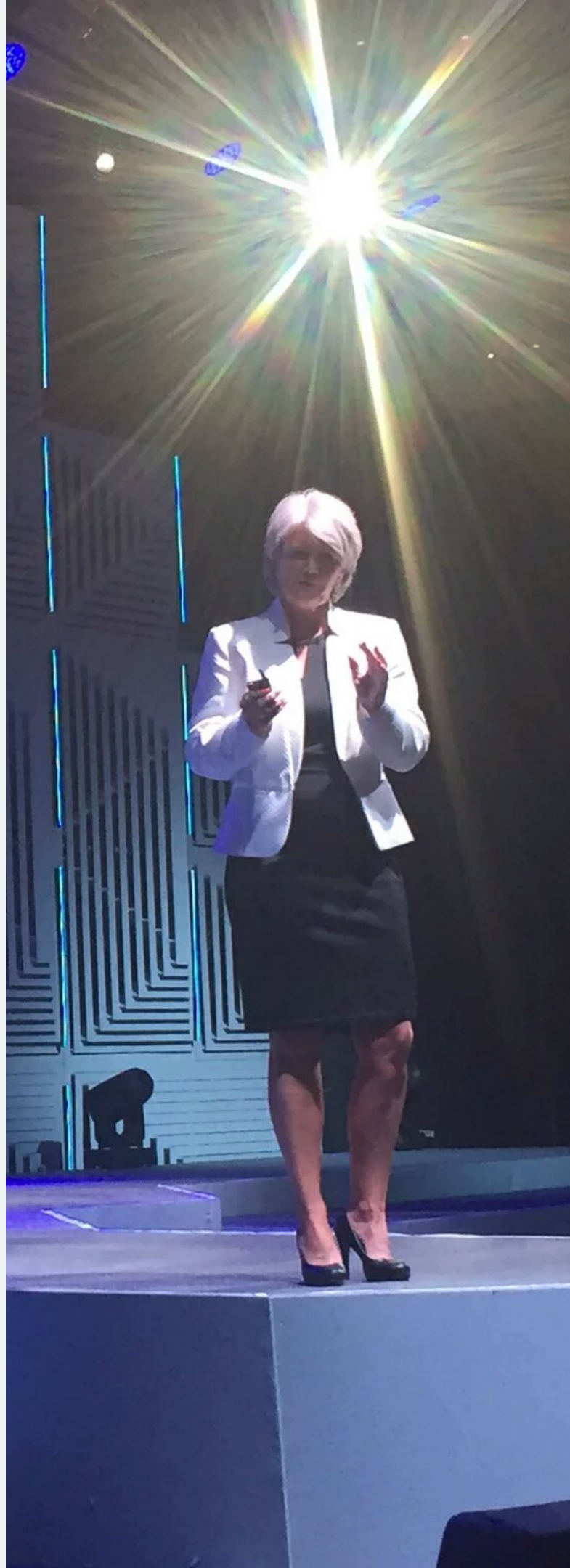
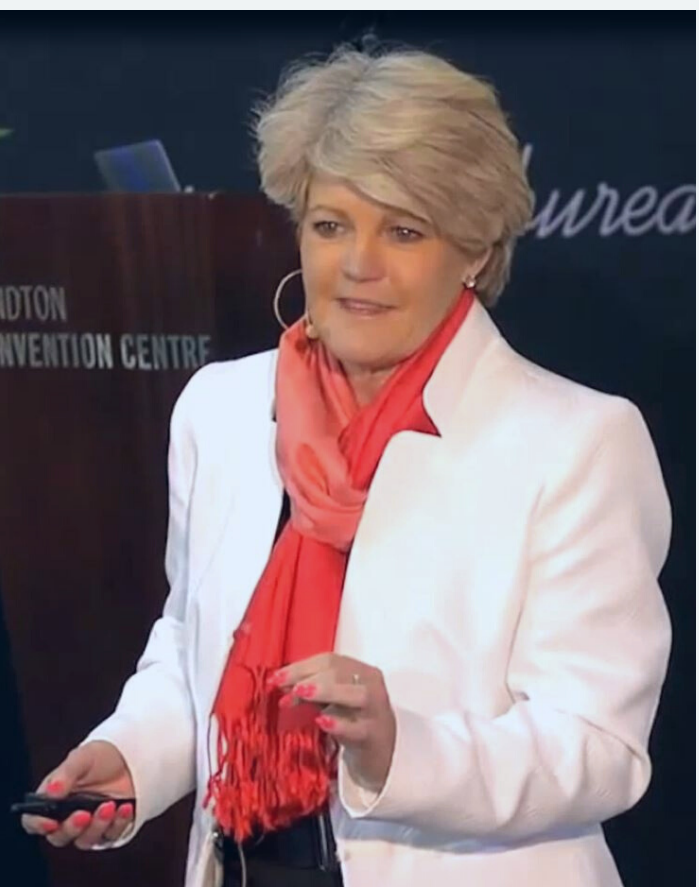
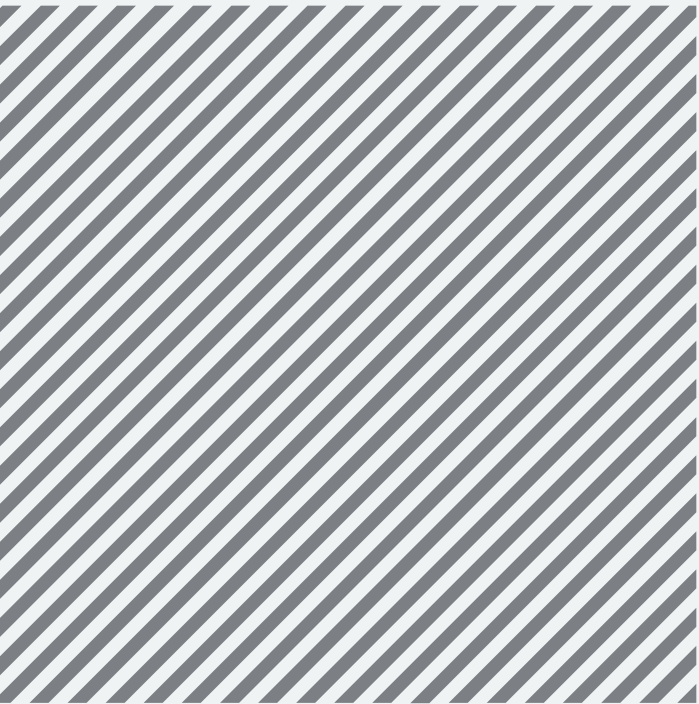
CX KEYNOTES & PRESENTATIONS FOR CONFERENCES, MEETINGS, TRAINING SESSIONS



VIEW ON WEBSITE
CUSTOMER EXPERIENCE KEYNOTES



LB LYNN BAKER





[CLICK TO WATCH THE LYNN BAKER SHOW REEL](#)





CUSTOMER EXPERIENCE KEYNOTE SPEECHES FOR CONFERENCES, MEETINGS, TRAINING SESSIONS & CORPORATE EVENTS

VIRTUAL OR IN-PERSON

LYNN BAKER is a recognized international speaker on Customer Experience who delivers fast paced and fascinating one hour keynote speeches for conferences and corporate events.

Presentations are designed to be visually stimulating and inspire audiences to change their thinking from merely delivering customer service to driving customer experience. The objective is to clearly illustrate that an end-to-end customer journey starts long before a customer buys and lasts long after they have purchased. Due to this, it is imperative that every member of an organisation understands the key touch points, pain points and obstacles along the current customer journey, that influence either a negative or positive experience.

Using examples of successful companies such as Disney, Amazon, Absolut Vodka, BMW and many others, Lynn illustrates what these companies are doing in to create competitive differentiation by driving a better customer experience and why they are succeeding.

Audience members leave with a heightened awareness of how much more they need to be doing if they are to win the war for market share, remain relevant and retain customers.

KEYNOTE SPEECH TITLES

MOMENTS OF MAGIC

Moving Beyond Customer Service to driving Customer Experience (All levels of audiences)

CUSTOMER EXPERIENCE BY DESIGN - THE STRATEGIC IMPERATIVES OF CX

Leadership / Management audiences

DURATION = 1 HOUR

FEES

VIRTUAL US\$4000

IN-PERSON US\$5000

FEES EXCLUDE

- Exclude VAT
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Road travel 50kms outside Sandton, Jhb charged at R6.50/km
- Return Air Travel for bookings outside Dubai, UAE
- Facilitator accommodation for out of Dubai bookings

REQUIREMENTS

Boardroom or training room with data projector + screen and sound or TV with sound

THE
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EXECUTIVE PRESENCE COACHING

EXECUTIVE PRESENCE & PUBLIC SPEAKING COACHING





EXECUTIVE ONE-ON-ONE SPEAKER COACHING

EXECUTIVE 1on1 SPEAKER COACHING is ideal for senior executives who are required to deliver high level business presentations to a Board of Directors, shareholders or employees. The Executive Speaker Coach assists them in every aspect of the of the presentation, from designing the framework and structure, through to the dynamic delivery of professional presentations. Coaching can include the overseeing of dry runs if required.

Executive Speaker Coaching is delivered in the comfort of the clients boardroom or training room and is run over one day from 09h00 – 16h00. However, for busy Executives, coaching can be split into 2 x 3 hour sessions. The first session covers the planning and preparing of a professional presentation and the second session covers Public Speaking Delivery Skills. Clients have the option of doing one or both of the sessions.

SESSION # 1 PLANNING & PREPARING A PRESENTATION FRAMEWORK & STRUCTURE (3 X HOURS)

During this session, the Coach shares a simple framework on which to design presentations that make it easy for the speaker to deliver and interesting for the audience to receive. Clients are requested to bring presentations they have done in the past or the content of one they are about to do in the future and this material is used as the working content, to ensure that the coaching translates to real business scenarios.

SESSION # 2 PUBLIC SPEAKING & BUSINESS PRESENTATION DELIVERY SKILLS (3 X HOURS)

During this session, the client delivers the presentation created in session one and this is filmed and played back for immediate feedback and coaching. Clients can also use this session as a 'Dry Run' session for forthcoming presentations.

NUMBER OF PARTICIPANTS

one

COACHING DURATION = 6 HOURS

One day 09h00 - 16h00 or 2 x 3 hour sessions

REQUIREMENTS

Boardroom or training room with data projector + screen and sound or TV with sound

FEES

VIRTUAL SESSIONS U\$1,000 + VAT

2 x 3 hour sessions

IN-PERSON SESSIONS U\$2,000 + VAT

2 x 3 hour sessions



EXECUTIVE SPEAKER PROGRAMME (GROUPS)

EXECUTIVE SPEAKER PROGRAMME is ideal for professionals who are required to deliver business, sales, and presentations to Exco. The Executive Speaker Coach assists them in every aspect of the of the presentation, from designing the framework and structure, through to dynamic delivery.

For the convenience of busy employees, the executive speaker programme is delivered in the clients boardroom over one day from 09h00 – 16h00. The first session covers the planning and preparing of a professional presentation and the second session covers Public Speaking Delivery Skills.

SESSION # 1 PLANNING & PREPARING A PRESENTATION FRAMEWORK AND STRUCTURE (MORNING)

During this session, the Coach shares a simple framework on which to design presentations that make it easy for the speaker to deliver and interesting for the audience to receive. Clients are requested to bring presentations they have done in the past or the content of one they are about to deliver in the future and this material is used as the working content, to ensure that the coaching translates to real business scenarios.

SESSION # 2 PUBLIC SPEAKING & BUSINESS PRESENTATION DELIVERY SKILLS (AFTERNOON)

During this session, Lynn Baker shares the secrets of delivering a dynamic business presentation, including the power of poise, the importance of posture, maintaining eye contact, holding attention using vocal pace and pausing for impact. Thereafter, participants are required to deliver the presentations they created in the morning and this is filmed and played back for immediate feedback and coaching.

*

NUMBER OF PARTICIPANTS

Max 6 participants

PROGRAMME DURATION = 8 hours

One day 09h00 - 17h00

REQUIREMENTS

Boardroom or training room with data projector + screen and sound or TV with sound

FEE U\$2,000 + VAT

FEES EXCLUDE

- Exclude VAT @ 15%
- Hire of a Boardroom or training room & catering
- Technical equipment - Data projector + screen + sound or TV + sound
- Excludes Professional Presentation Design
- Road travel 50kms outside Sandton, Jhb charged at R5.00/km
- Return Air Travel for bookings outside Johannesburg
- Facilitator accommodation for out of Johannesburg bookings

OTHER

Additional coaching over 6 hours charged at R2500 + Vat + travel

Assisting with presentation design 'off-site' at R1000.00 + Vat / hour (In Jhb)

LYNN BAKER



ABOUT LYNN BAKER

- CERTIFIED CUSTOMER EXPERIENCE SPECIALIST (CXS) (CX UNIVERSITY)
- FOUNDING BOARD MEMBER - CUSTOMER EXPERIENCE SOUTH AFRICA (CXSA)
- INTERNATIONAL CUSTOMER EXPERIENCE AWARDS JUDGE 2018 - AMSTERDAM
- GULF CUSTOMER EXPERIENCE AWARDS JUDGE 2019 - DUBAI
- PROFESSIONAL SPEAKER, TRAINER & FACILITATOR ON CUSTOMER EXPERIENCE

LYNN BAKER – Managing Director of The Customer Experience Company (SA) is a certified Customer Experience Specialist (CXS) (CX University) a recognized speaker, trainer and facilitator on Customer Experience and Founding Member of the Board of Directors of CXSA (Customer Experience South Africa).

Lynn consults with a wide range of clients on CX Strategy Design and customer-centric culture implementation.

QUALIFICATIONS & EXPERIENCE INCLUDE:-

- Disney Quality Service course in Disney World, Florida
- Customer Experience Masterclass Dubai
- Customer Journey Mapping Facilitator
- Disney Customer Experience Summit Disney World California 2018
- Judge Customer Experience International Awards, Amsterdam November 2018
- Judge Gulf International Awards, Dubai January 2019
- Certified Customer Experience Specialist' from CX University Feb 2019
- Designer of the Customer Experience interactive training 'Customer Games' series



[VIEW ON WEBSITE
ABOUT LYNN BAKER](#)



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LET'S CONNECT

LET'S CONNECT & CHAT CUSTOMER EXPERIENCE



www.cx-company.com

lynn@cx-company.com

DUBAI

+971 58 550 1441

SOUTH AFRICA

[+27 82 457 5752](tel:+27824575752)

