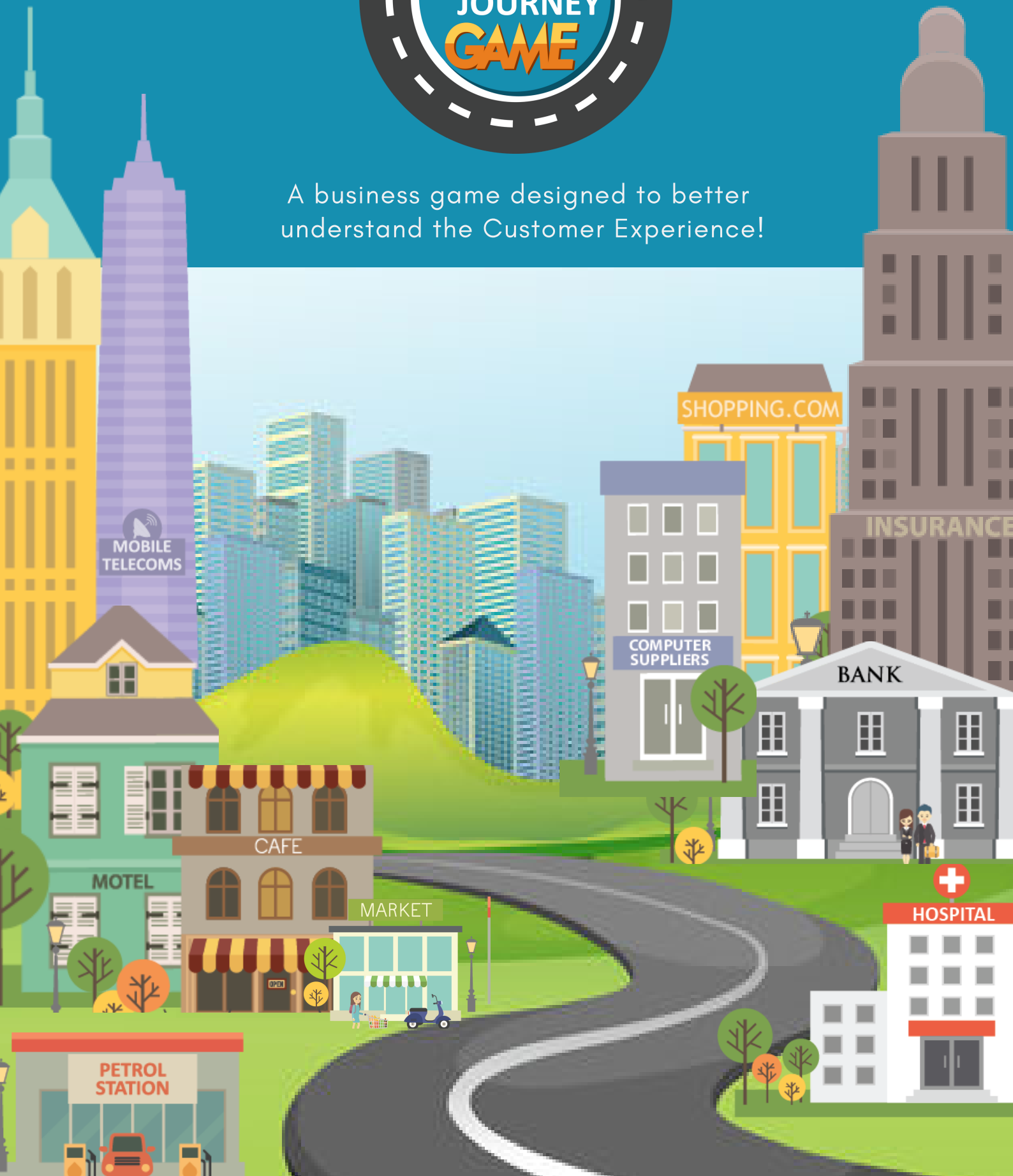




A business game designed to better understand the Customer Experience!



drive employee engagement – it's interactive, informative, immersive & inspiring!

Let's get interactive...



CONNECT WITH THE CUSTOMER JOURNEY GAME

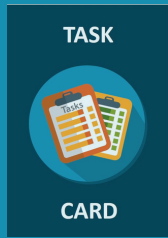
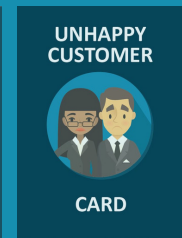
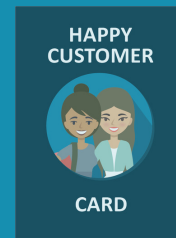
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WHAT IS THE CUSTOMER JOURNEY GAME ?

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. To win the hearts and minds of customers, it's critical that every employee understands the entire customer journey and considers where they can better influence the experience.

Designed to simulate an end-to-end customer journey, this is as close as you will get to understanding the customer experience, whilst at the same time allowing employees the opportunity to identify areas of improvement.

According to research, involving employees in an interactive and immersive experience, greatly increases employee engagement. So let's get interactive and play The Customer Journey Game!.

WHAT IS THE CUSTOMER JOURNEY GAME BASED ON?

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



To better understand our customers, it's important to recognise that their path to purchase starts long before they buy; and their experience lasts long after the buy. 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, as well as areas of improvement that could influence the purchasing decision and positively impact the customer experience.

WHERE CAN THE CUSTOMER JOURNEY GAME BE PLAYED?

- CONFERENCES
- MEETINGS
- TRAINING SESSIONS
- STRATEGY SESSIONS
- ASSOCIATION EVENTS

HOW MANY CAN PLAY THE CUSTOMER JOURNEY GAME?

Minimum 3 players – Maximum 200 players.

Players are split into teams of 6 - 8 players depending on the size of the group



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HOW IS THE CUSTOMER JOURNEY GAME PLAYED?

Players throw a dice, move a piece around the board and land on either *Happy Customers*, *Unhappy Customers* or *Tasks*. They then take a corresponding card which tells them how the customer has experienced that stage of the journey. Depending on the result, players either win or lose customers. Along the way, they may be required to do a Google search for their company services, check out the website of their competition, search for compliments on Twitter, repeat the company values or take a team selfie. The player with the most customers at the end of the game Wins.....just like in business!

Each team is headed by a team leader, affectionately known as 'The Boss & The Banker' who manages the bank of customers and gathers feedback.

WHO SHOULD PLAY THE CUSTOMER JOURNEY GAME ?

On the basis that every person in the company is responsible for serving the customer and contributing to a great experience, the lessons learned during the Customer Journey Game are of benefit to everyone in an organisation.

The Game is designed to simulate a customer journey and is therefore relevant to all levels of employees, from senior management to front office, sales, finance, operations, contact centre and support staff.

A key objective of the game is to highlight the importance of breaking down silos in a company, to ensure that brand promises are delivered consistently throughout the entire customer journey.

HOW LONG DOES THE CUSTOMER JOURNEY GAME LAST?

The Customer Journey Game lasts 2 – 3 hours, depending on the time the client has available.

The Game begins with a 30-minute presentation entitled '**Creating Moments of Magic!**' which explains the difference between customer service & customer experience, laying the foundation for understanding that all the touchpoints on the end-to-end customer journey are crucial to improving the total experience.

The game is then played for 60 - 90 minutes. At the end of the game, there is a facilitated 'Feedback Session' where participants are asked to share what they learned during the game and put forward ideas on how they believe the current customer journey can be improved at each of the 6 stages of the customer journey.

OBJECTIVE OF THE CUSTOMER JOURNEY GAME?

The Customer Journey Game is designed to illustrate that customers travel a journey when purchasing from us and that each and every touch point along the way is crucial to the entire experience. A key message is that we need to focus more on retaining customers by improving the current experience, rather than focusing primarily on customer acquisition. Statistics show that it costs up to 8 times more to acquire a new customer, versus upselling to an existing customer. Loyal customers also spend more, a good reason to keep them happy.

To improve the current experience, increase customer retention and drive loyalty, every person in the business needs to understand the role they play in the customer journey and identify where they can add more value.

BEAUTY SALON
AND NAIL BAR

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OUTCOMES OF THE CUSTOMER JOURNEY GAME?

At the end of the game, The Boss & The Banker (the Team Leader) asks team members to put forward ideas on how they think people, processes and technology could be improved at each stage of the customer journey; i.e 'Awareness, Consideration, Purchase, Loyalty and Returning customers. All ideas and recommendations are written down and given to management for consideration after the event.

Players are also required to commit to "3 Quick Fixes" that they can implement on returning to the office, that will improve the customer journey.

WHAT'S NEEDED TO PLAY CUSTOMER JOURNEY GAME?

The Customer Journey board game is printed on pvc and the dimensions are Length 1200mm x 1000mm. The game can be played on any table surface, from boardroom tables to round event tables of 1800mm



COST OF THE CUSTOMER JOURNEY GAME ?

NUMBER OF PLAYERS	# TEAMS	PRICE	DURATION
5 - 25 Players	3 teams	R20,000 + Vat	3 x hours
26 - 50 Players	6 teams	R30,000 + Vat	3 x hours
51 - 100 Players	12 teams	R35,000 + Vat	3 x hours
101 - 150 Players	18 teams	R40,000 + Vat	3 x hours
151 - 200 Players	25 teams	R50,000 + Vat	3 x hours

** PRICES ARE FOR 2019 & SUBJECT TO CHANGE / PRICES APPLY TO GAMES RUN IN SOUTH AFRICA ONLY

WHAT'S INCLUDED EXCLUDED IN THE PRICE?

INCLUDED IN PRICE

- Customer Journey Game facilitator
- Hire of the Customer Journey Game boards and all game elements

EXCLUDED FROM PRICE

- VAT @ 15%
- Purchase of Customer Journey Game boards and all game elements
- Hire of venue, catering or technical equipment
- Facilitator travel charged @ R6.00 outside Sandton, Johannesburg area
- Out of Johannesburg bookings - return airfare to and from Johannesburg
- Facilitator accommodation

PAYMENT TERMS

50% deposit to confirm date / 50% balance due on day of event

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CUSTOMER JOURNEY GAME DESIGNER

LYNN BAKER

CUSTOMER EXPERIENCE SPECIALIST (CXS) (CX UNIVERSITY)

LYNN BAKER - Founder of CX Academy, is an international Speaker on Customer Experience, a Certified Customer Experience Specialist (CXS) (CX University) and Customer Journey Mapping facilitator.

Lynn has spoken at hundreds of conferences both locally and internationally and has worked for corporates in UK & South Africa focusing on Sales, Marketing and Customer Service and Customer Experience.

Qualifications & Experience:-

- Disney Quality Service course in Disney World, Florida 2006
- CX Masterclass in Dubai in 2016
- Customer Journey Mapping Facilitator
- Disney Customer Experience Summit Disney World California 2018
- Judge Customer Experience International Awards in Amsterdam in November 2018
- Judge Gulf Customer Experience International Awards in Dubai in January 2019
- 'Certified Customer Experience Specialist' from CX University Feb 2019 (*first in South Africa)



INTERNATIONAL CUSTOMER
EXPERIENCE AWARDS 2018
JUDGE

a business game designed to
increase employee engagement in
the customer experience



THE CUSTOMER JOURNEY GAME A DIVISION OF EXECUTIVE PRESENCE t/a CX ACADEMY

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