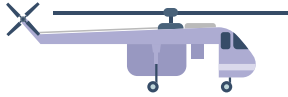


LET'S GET INTERACTIVE





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.

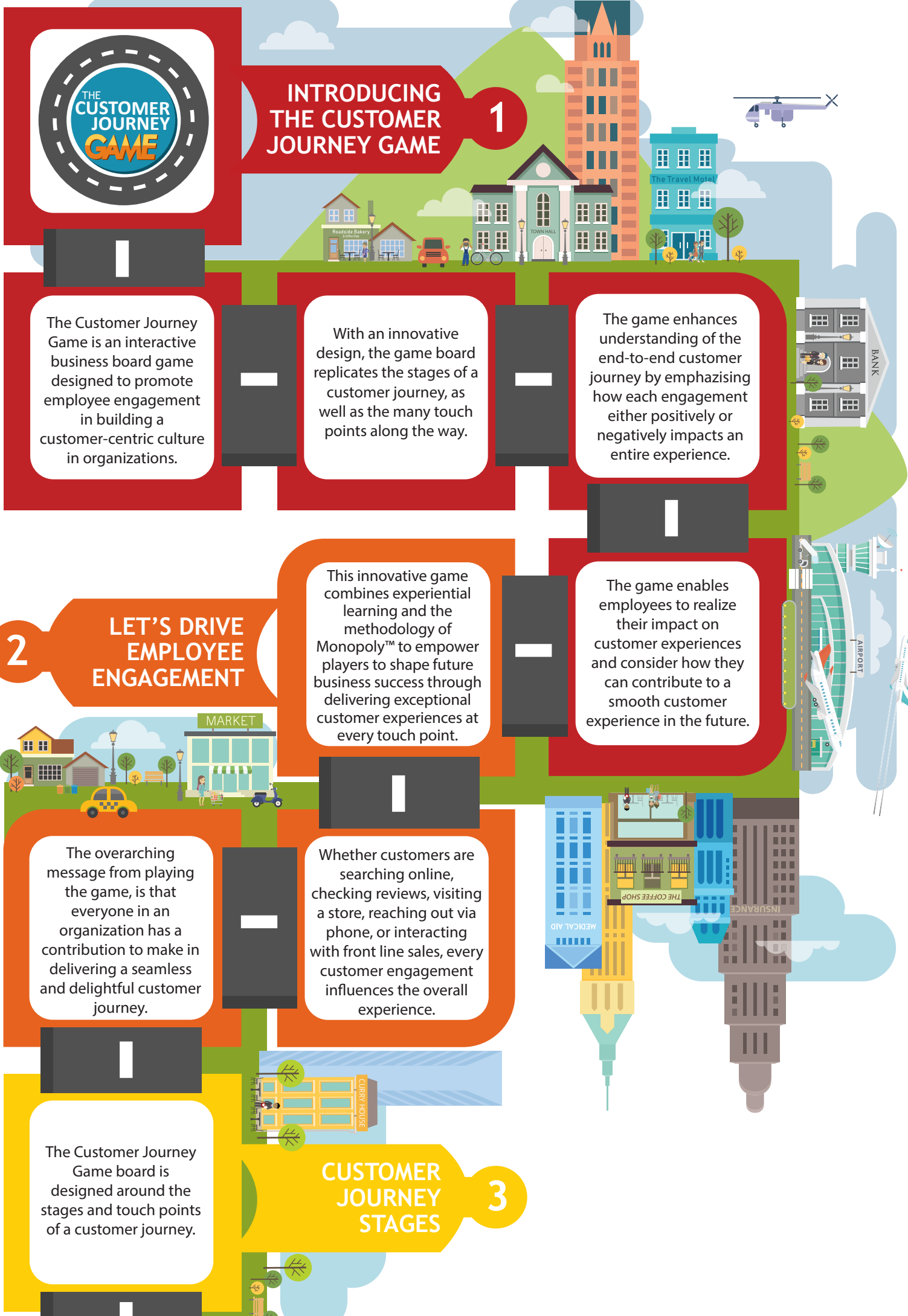
The overarching message from playing the game, is that everyone in an organization has a contribution to make in delivering a seamless and delightful customer journey.

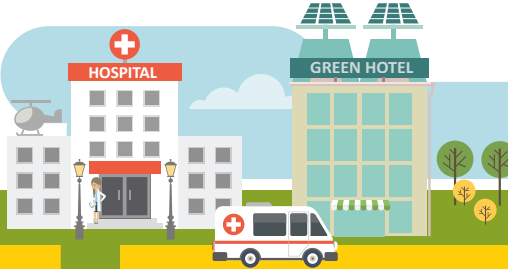
Whether customers are searching online, checking reviews, visiting a store, reaching out via phone, or interacting with front line sales, every customer engagement influences the overall experience.

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.

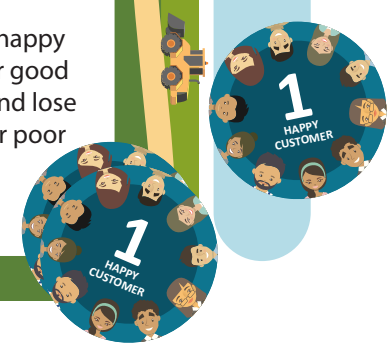
Get ready to document your journey, as this game creates unforgettable memories.



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-U\$





The Customer Journey Game - 6 box bundle

Elevate your customer centricity training with The Customer Journey Game –6-Box Bundle. Designed to accommodate up to 48 players, this bundle allows for 8 players per team, offering informative and competitive gameplay across six teams. Choose from the Business, Hospitality, or Restaurant editions for a tailored experience, and enjoy 60–90 minutes of immersive fun and learning. And the fun and learning don't end there! At the end of the game, there's an employee engagement feedback session, where each team share their ideas on improvements that should be made at each stage of the customer journey, providing management with invaluable information. With a full year of licensing included, your team will stay engaged and energized throughout the year. Licenses can be renewed at AED5000 per 6 box bundle per year.



U\$3,000

excluding shipping U\$150

Delivery 15 - 21 days depending on stock availability

[MORE ABOUT THE CUSTOMER JOURNEY GAME](#)

BRANDED - The Customer Journey Game - 6 box bundle

Elevate your customer centricity training experience with a **Branded** Customer Journey Game 6-Box Bundle! Branded editions include your company logo on the top corner of the game board, as well as on the bottom of all 72 cards. Designed to accommodate up to 48 players, this bundle allows for 8 players per team, offering informative and competitive gameplay across six teams. Choose from the Business, Hospitality, or Restaurant editions for a tailored experience, and enjoy 60–90 minutes of immersive fun and learning. And the fun and learning don't end there! At the end of the game, there's an employee engagement feedback session, where each team share their ideas on improvements that should be made at each stage of the customer journey, providing management with invaluable information. With a full year of licensing included, your team will stay engaged and energized throughout the year. Licenses can be renewed at AED5000 per 6 box bundle per year.

U\$3,500 excluding shipping / delivery +- U\$150

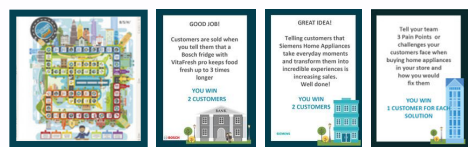
Includes 6 x branded game boards & 72 branded game cards

Minimum order of 1 x 6 box bundle for branded games / Delivery 15 - 21 days



CUSTOMISED - The Customer Journey Game

Customize your experience with The Customer Journey Game and bring your brand to life! Tailor the game cards to showcase your company's unique products, services, and identity. Our streamlined process includes 30 days for research and design, followed by 15 days for premium printing. This one-time customization fee is excluding the cost of purchasing game boxes. Make every touchpoint reflect your brand's journey—customize your game today and stand out!



U\$4,000

excluding shipping / delivery +- U\$150

Once off customisation fee excludes purchase of games

Min order of 6 x 6 box bundles for customised cards / 30 days delivery

The Customer Journey Game - FACILITATED SESSION

Not ready to purchase The Customer Journey Game just yet? No problem! You can still experience its impact at your next conference, event, or training session with a facilitated session led by international speaker and game creator, Lynn Baker. This engaging 3-hour session kicks off with an insightful 30 min introductory presentation entitled '**Moving Beyond Customer Service to Drive Customer Experience**', followed by the interactive game and 30 minute feedback session. The fee includes the hire of 12 x game boxes, each designed for 8 players per team—allowing up to 96 participants to dive into this unforgettable learning experience. Ready to take your event to the next level? Let's play!

U\$5000-
excluding travel & accommodation from South Africa

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





IDENTIFY 3 OF THE MAIN CUSTOMER PAIN POINTS ON THEIR JOURNEY WITH OUR COMPANY.

Blank lined box for notes, labeled 1.

Blank lined box for notes, labeled 2.

Blank lined box for notes, labeled 3.

IDENTIFY 3 TECHNOLOGY IMPROVEMENTS THAT WOULD CREATE A BETTER CUSTOMER EXPERIENCE.

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Blank lined box for notes, labeled 1.

IDENTIFY 3 PROCESS IMPROVEMENTS THAT WOULD CREATE A BETTER CUSTOMER EXPERIENCE.

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Blank lined box for notes, labeled 2.

Blank lined box for notes, labeled 1.

Blank lined box for notes, labeled 3.

IDENTIFY 3 PEOPLE IMPROVEMENTS THAT WOULD CREATE A BETTER CUSTOMER EXPERIENCE.

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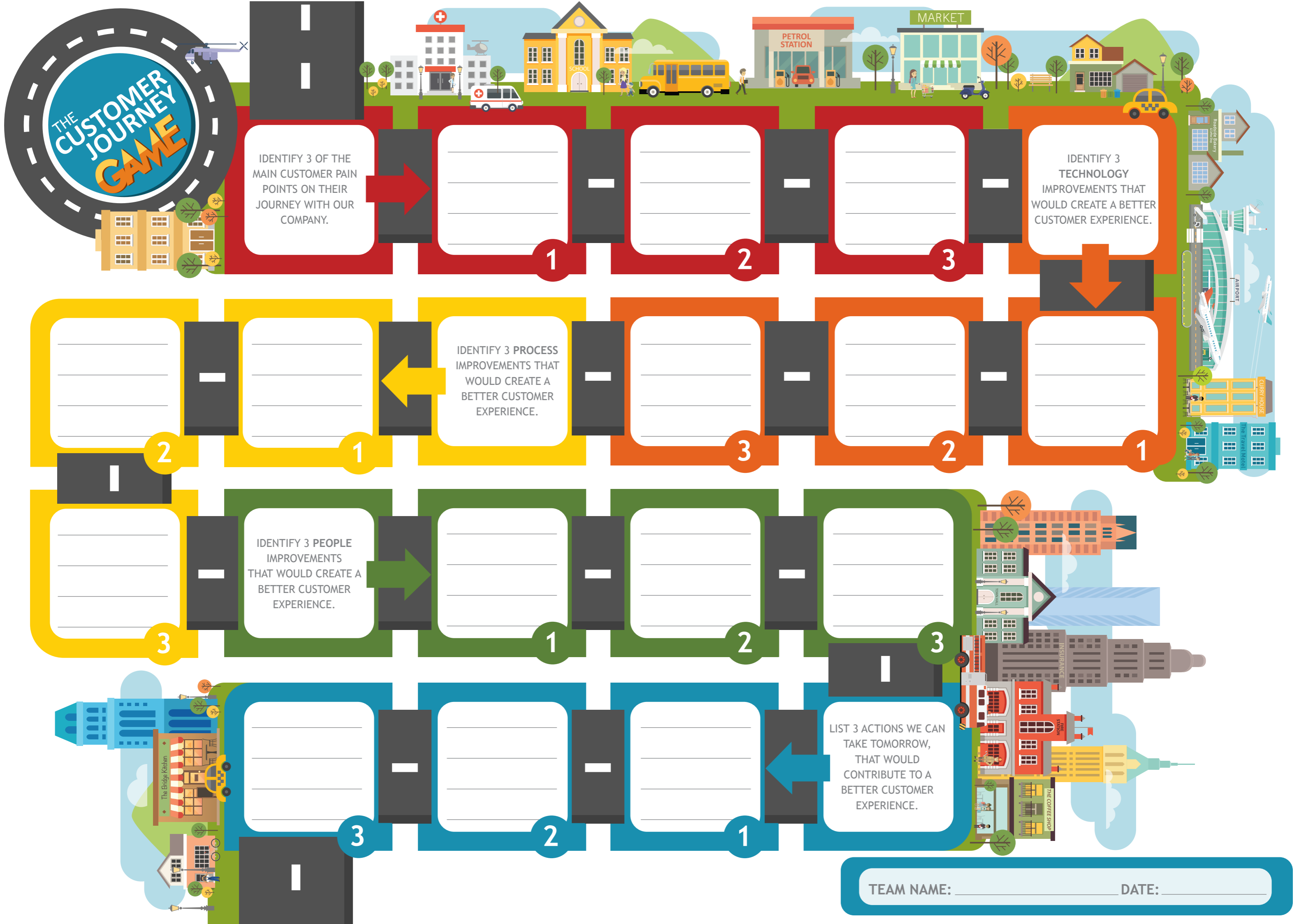
Blank lined box for notes, labeled 3.

Blank lined box for notes, labeled 2.

Blank lined box for notes, labeled 1.

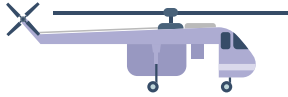
LIST 3 ACTIONS WE CAN TAKE TOMORROW, THAT WOULD CONTRIBUTE TO A BETTER CUSTOMER EXPERIENCE.

TEAM NAME: _____ DATE: _____





LET'S CONNECT



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