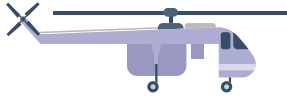


LET'S GET INTERACTIVE





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.

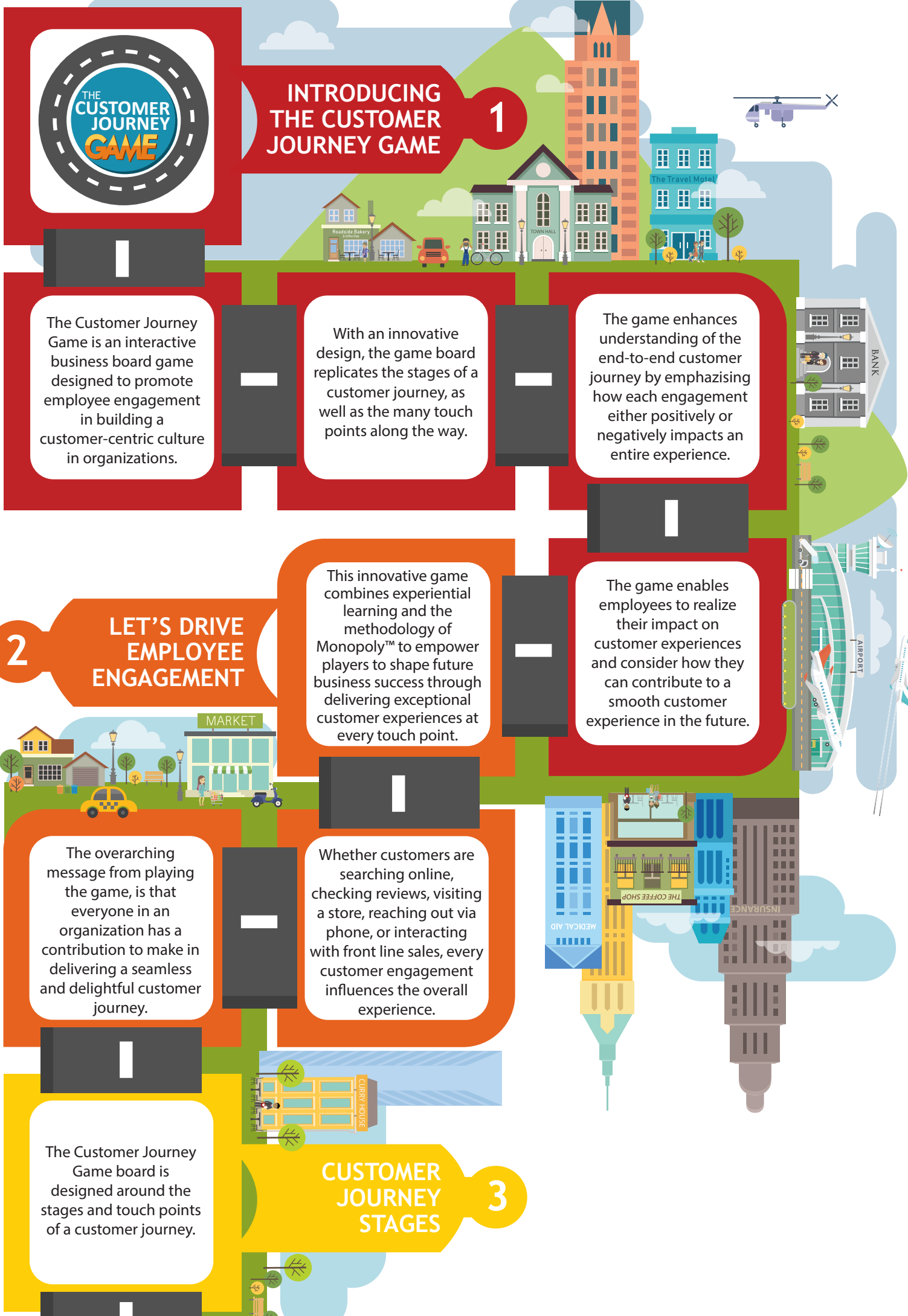
The overarching message from playing the game, is that everyone in an organization has a contribution to make in delivering a seamless and delightful customer journey.

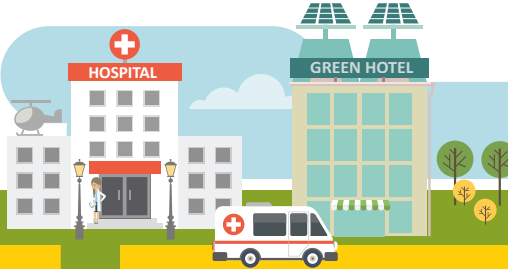
Whether customers are searching online, checking reviews, visiting a store, reaching out via phone, or interacting with front line sales, every customer engagement influences the overall experience.

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

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

Key objectives of the game include:-



YOU WIN 1 CUSTOMER.



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

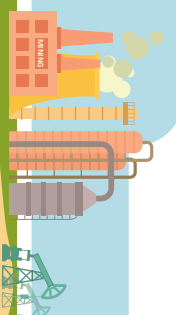
4



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.

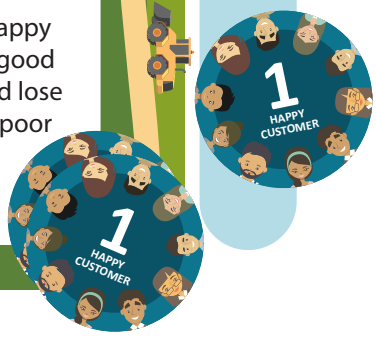
Get ready to document your journey, as this game creates unforgettable memories.



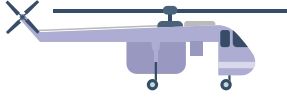
The player with the most customers wins!

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 - AED





The Customer Journey Game - 6 box bundle

Elevate your CX 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. With a full year of licensing included, your team will stay engaged and energized throughout the year. Get your 6-box bundle today and transform your training sessions!



AED12,500 + Vat

excluding shipping / delivery +- AED500

Delivery 15 - 21 days depending on stock availability

[MORE ABOUT THE CUSTOMER JOURNEY GAME](#)

BRANDED - The Customer Journey Game - 6 box bundle

Elevate your corporate training with the **Branded Edition** of The Customer Journey Game. Choose either the Business, Hospitality, or Restaurant edition and feature your logo on the to right corner of the game boards, as well as the bottom left corner on each of the 72 x game cards. This training bundle includes six game boxes, allowing for up to eight players per team—perfect for engaging up to 48 participants in a single 60 - 90-minute onboarding or training session. Plus, the package comes with a one-year license, renewable annually at just AED 5000 per set of six boxes. Energize your team and make learning interactive and fun with a branded board and cards experience!

AED15,000

excluding shipping / delivery +- AED500

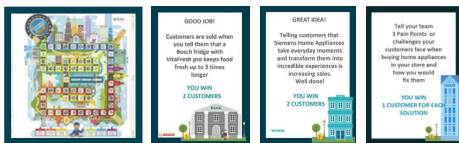
Includes 6 x branded game boards & 72 branded game cards

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



CUSTOMISED - The Customer Journey Game

Unlock a tailored experience with The Customer Journey Game! Clients can fully customize the content of the game cards to reflect their unique brands, products, and services, ensuring a perfect fit for their company. Our seamless customization process includes a 30-day period for in-depth research and creative design, followed by an additional 14 days for high-quality printing. This personalization comes with a one-time customization fee, on top of the base purchase cost of the game. Let your brand's journey shine through every touchpoint—make it yours today!



AED12,500

Once off customisation & design fee
excludes purchase of games

minimum 30 days delivery

Minimum order of 6 x 6 box bundles for customised cards

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. 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!

AED15,000

excluding travel & accommodation.

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





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

1

2

3

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

2

1

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

3

2

1

3

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

1

2

3

3

2

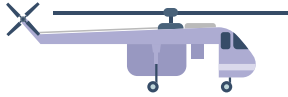
1

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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