

# The Customer Experience Game brings customer experience to life!

- How do you listen to your customer and how do you share the voice of the customer in your organization?
- How do you ensure a constant brand experience during the entire customer journey?
- How do you involve employees and HR in order to create a customer oriented culture?

## The Customer Experience Game

- is an interactive, informative and exciting board game
- teams (3 to 4, max 16 employees) play against each other under time pressure
- questions and assignments are about the 3 pillars of a Customer Experience Strategy:
  - Voice of the Customer
  - Brand Delivery in the Customer Journey
  - Employee Ambassadorship
- you can win happy customers, the team with the most happy customers will win, but... there are also unhappy customers in the game...

## Employees and teams

- learn to know each other better, as well as their talents
- know where they are doing a good job already
- learn what they can do to improve customer experience
- and how they can activate customer focused thinking and doing

**The Customer Experience Game guarantees fun, awareness and inspiration, reinforces the mutual involvement and provides new insights and ideas.**



The CX-Game is used as (a.o.)

- team building tool
- kick-off of a customer change process
- to reinforce the implementation of a new strategy , Voice of The Customer Program of CRM
- acquaintance of teams with each other and with CX
- strategy exercise "in the boardroom"
- basic awareness among employees about how customer focused they are and could become.

The questions and assignments are always tailor-made, depending on the objective and/or challenge you stand for as a team/organization. This ensures that you apply your insights and ideas immediately to the current situation. A workshop can be added to gain more ideas, prioritize and make action plans

The CX Game is also often used as a **change tool**.

We tailor the Game to your company and train a few employees in your organization, in order to enable them to play the Game themselves in different teams.

**The Customer Experience Game helps to clarify that a distinctive or exceptional customer experience is more important than ever before!**

Would you like to know what The Customer Experience Game can do for your team or organization? Babs Asselbergs will gladly tell you more. Please contact her at +31 (0)6 17 44 32 49 or by mail: [babs@thecustomerexperiencegame.nl](mailto:babs@thecustomerexperiencegame.nl)