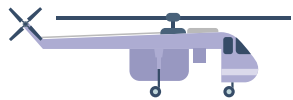


RATE CARD 2025





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.

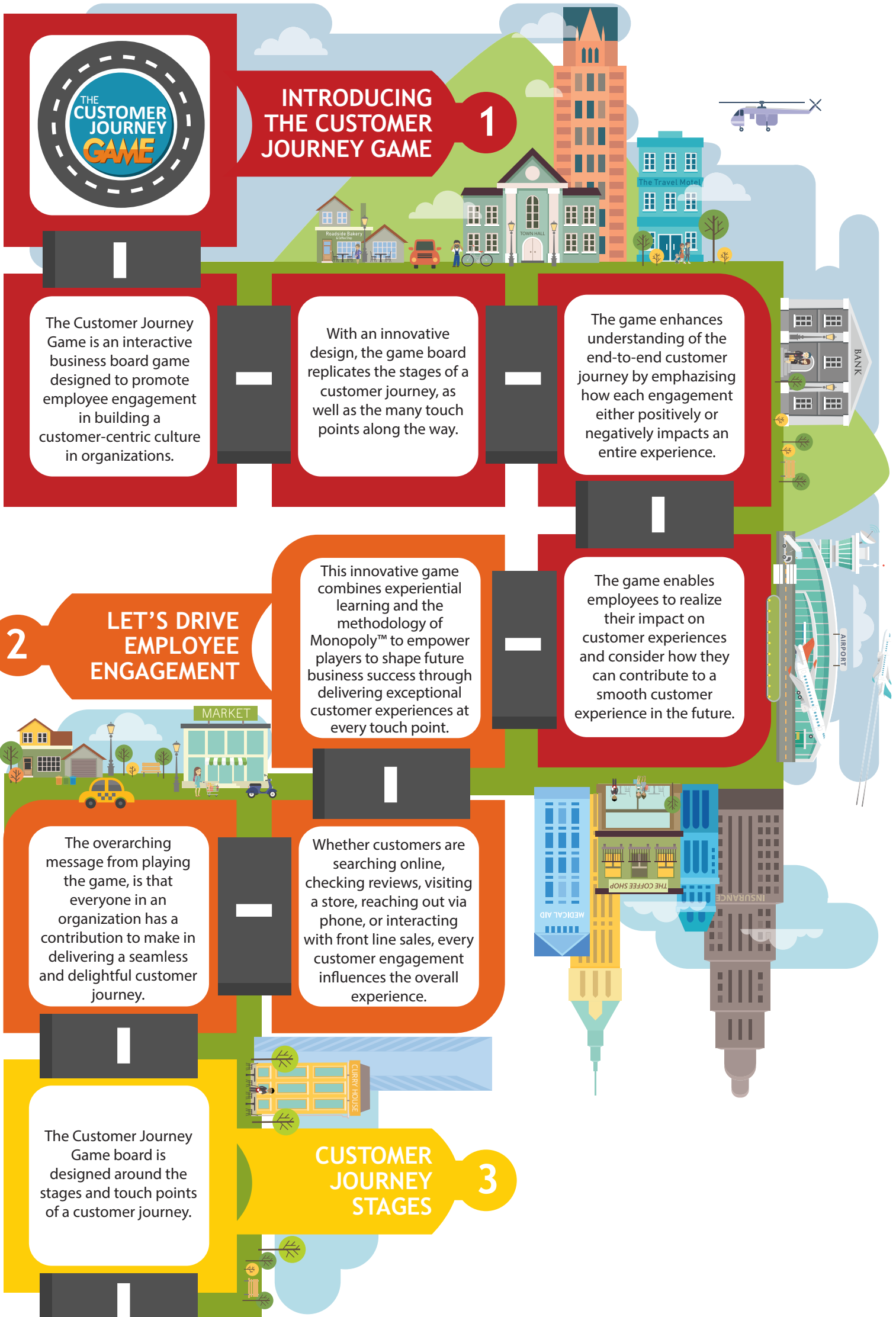
The overarching message from playing the game, is that everyone in an organization has a contribution to make in delivering a seamless and delightful customer journey.


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





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

Key objectives of the game include:-



- 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.



PLAYER WITH THE MOST CUSTOMERS WINS!
Just like in business

4

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.



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.





The Customer Journey Game - 6 box bundle

Elevate your customer centricity training with The Customer Journey Game – 6-Box Bundle. Designed for up to 48 players, it supports 8-player per game box. Choose from the Business, Contact Centre, Hospitality, Insurance or Restaurant editions for a tailored experience, and enjoy 60–90 minutes of immersive learning and fun. The game is followed by a feedback session where each team shares ideas for improvements in the customer journey—providing management with invaluable insights.

Current price includes a one year of license and is renewable at AED1000 per game.



[MORE ABOUT THE CUSTOMER JOURNEY GAME](#)

6 box bundle (Incl 6 x game boxes for up to 48 players) **AED12,500 + Vat**
 4 box bundle (Incl 4 x game boxes for up to 24 players) **AED 9,000 + Vat**
 2 box bundle (Incl 2 x game boxes for up to 16 players) **AED 5,000 + Vat**

excluding shipping / delivery + - AED500 price confirmed on order
 Delivery + 21 days depending on stock availability

BRANDED - The Customer Journey Game - 6 box bundle

Elevate your customer centricity training experience with a **Branded** Customer Journey Game. Branded editions include your company logo on the top corner of the game board, as well as on the bottom of all 72 cards.

****Minimum order for branded boards and cards is 12 x game boxes (2 x 6-box bundles)**

AED5,000 once off design and print fee

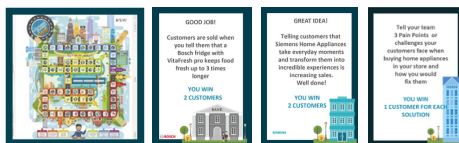
Minimum order of 12 x game boxes which includes 12 x branded game boards & 12 x sets of 72 branded game cards

Delivery time for branded editions of game boards & cards = 21 - 30 days



CUSTOMISED CARDS & BOARD - The Customer Journey Game

Customize The Customer Journey Game for your business, products or services and bring your brand to life! Tailor the game cards to focus directly on your company's unique products or services. Our streamlined process includes 30 days for research and design, followed by 14 days for premium printing. This one-time customization fee is added to the base game cost. Make every touchpoint reflect your brand's journey—customize your game today and stand out!



AED15,000

excluding shipping / delivery + - AED1500

Once off customisation fee excludes purchase of games

Min order of 12 x game boxes (2 x 6 box bundles) / 30 days delivery

The Customer Journey Game - FACILITATED SESSION

If you're not ready to purchase The Customer Journey Game just yet or you just want it for a conference or training session, 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.

If you're ready to take your event to the next level? Let's play!

AED20,000

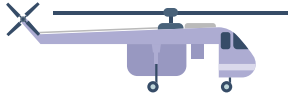
plus travel & accommodation cost of AED5000- in UAE

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





LET'S CONNECT



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