



## Welcome to the Customer Journey Game FAQs

*Everything you need to know about The Customer Journey Game*

Welcome to our Customer Journey Game FAQs — your guide to everything you need to know about this dynamic, hands-on training experience. Our game is more than a workshop tool; it's a proven catalyst for unlocking teamwork, empathy, and innovation across every level of your business. Whether you're new to the game or looking to embed it into your CX strategy, these FAQs will help you get the most out of this powerful tool for creating exceptional customer journeys. Let's play — and transform the way your people think about your customers!

### **1. What is *The Customer Journey Game* and how does it work?**

*The Customer Journey Game* is an interactive, team-based experience that helps organizations embed customer-centric thinking. Through guided gameplay, participants map out a fictional customer journey, identify pain points, and collaborate on solutions — all while breaking down silos and sparking fresh CX insights.

### **2. What are the key outcomes or benefits of playing the game?**

Participants walk away with a deeper understanding of the customer journey, improved cross-functional collaboration, and actionable ideas to enhance customer experience. It's not just a game — it's a catalyst for culture change.

### **3. Who is the game designed for — which roles or departments?**

The game is ideal for cross-functional teams, including customer service, marketing, operations, product development, and leadership. It's designed to unite diverse perspectives around a shared goal: delivering exceptional customer experiences.

### **4. Is the game suitable for both in-person and virtual sessions?**

No, the game is currently only available in physical format. It's designed to foster rich, face-to-face collaboration and immersive engagement through tactile elements and in-person dialogue.

## **Logistics & Setup**

### **5. How long does a typical game session take?**

A standard session runs between 90 minutes and 2 hours, depending on the group size and depth of discussion. It's flexible enough to fit into team meetings, workshops, or offsite

events. Depending on time availability, a 30-minute feedback session should be added at the end of the game. Each game purchase includes 6 beautifully printed Feedback Forms, which ask teams to identify the three key pain points in the customer journey, discuss possible solutions, and make recommendations for improvement. This feedback is invaluable for management to identify and plan for a seamless customer experience in the future.

## **6. How many participants can play at once?**

Each game set is designed for 4–8 players per team. Multiple teams can play simultaneously, making it scalable for small groups or large departments.

## **7. What are the ideal team sizes for gameplay?**

Teams of 4–8 participants work best to ensure everyone is engaged and has a voice in the process.

## **8. What materials or equipment are required to set up the game?**

For the physical version: a table, chairs, and a flat surface for the game board and cards. The game is best played on a standard banquet round table of 1800mm x 1800mm with 8 chairs, or alternatively a square table large enough to accommodate the game board size of 1170mm x 950mm with up to 8 chairs. All materials are provided with your purchase.

## **9. How much space is needed to run the game effectively?**

A standard meeting room or boardroom works well. Each team needs a table and enough space to collaborate comfortably.

## **10. Can the game be customized for different industries or teams?**

There are currently four editions of *The Customer Journey Game*:

- **The Business Edition** – appropriate for all industries, including B2B
- **The Restaurant Edition** – ideal for management, supervisors, and frontline staff
- **The Contact Centre Edition** – specifically designed for agent training
- **The Service Station Edition** – tailored for frontline employees in fuel retail environments

**Branded Games** – Clients have the option to brand the game board and cards with their company logo at an additional cost.

**Customized Games** – The game can also be customized to reflect your company's products, services, and internal language. Customization is available at an additional cost for development, design, and printing.

## **Facilitation & Training**

### **11. Do I need a trained facilitator to run the game?**

While the game is intuitive, having a trained facilitator enhances the experience by guiding discussions and drawing out deeper insights. For once off sessions such as conferences, events and training, clients have the option of booking facilitated session, which includes the hire of games. Alternatively, if a client would prefer to buy the game and roll it out throughout

a company and its branches, there is the option to purchase The Customer Journey Game – corporate training bundles with a renewable one year license. For bundles options and pricing please visit [www.cxshop.co.za](http://www.cxshop.co.za)

## **12. Is there a Train-the-Trainer program available?**

On purchase of a corporate training bundle, clients receive a link to the online 20 minute ‘train-the-trainer’ video, which offers instructions on how to set up and play the game, as well as tips on facilitation.

## **15. Can I license the game for internal use across multiple teams or regions?**

Yes, we offer licensing options for organizations that want to embed the game into their CX training programs at scale. Annual licensing options are available, making it easy to roll out the game across departments, branches, or regions with consistency and impact.

## **Purchase & Support**

### **16. What’s included when I purchase *The Customer Journey Game*?**

Each game box includes the game board (1190mm x 850mm), 72 x cards, 1 x dice and 8 x different color customer avatars. Companies can choose from flexible training bundles to suit their team size:

- 2 x box bundle – accommodates 2 teams of 8 players (maximum 16 participants per session)
- 4 x box bundle – accommodates 4 teams of 8 players (maximum 32 participants per session)
- 6 x box bundle – accommodates 6 teams of 8 players (maximum 48 participants per session)

### **17. Are there different editions available?** - There are currently four editions of *The Customer Journey Game*:

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### **18. Is there a digital version of the game?**

Not at this time. The game is currently only available in physical format to maximize engagement and collaboration.

### **21. What does the game cost?**

For current pricing and training bundle options, please visit [www.cxshop.co.za](http://www.cxshop.co.za).

Let’s make exceptional customer journeys together. Get in touch if you’d like to explore how *The Customer Journey Game* can help your team craft meaningful CX improvements — one touchpoint at a time!

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