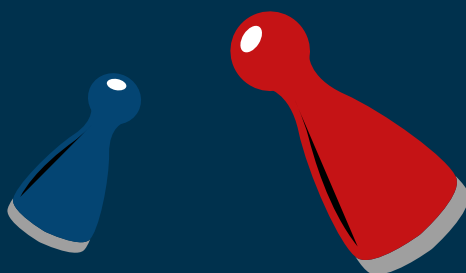




TACTIC TRAVEL
CUSTOMER CENTRICITY BUSINESS GAME

Organise customer centricity together



Discover all the elements of a customer centric organisation

Learn how you together provide ambassadors

Determine where your organization can improve

Objective

Experience what should be done to make your organisation more customer centric

Outline

The participants are employees of a travel agency. Sales reps have to cooperate with sales support and marketing to fulfil the needs of the customers the best they can. Customers, played by participants, will visibly show the effect of the team performance on their customer satisfaction rate. A branch manager, a data analyst and a controller will support the team to improve the performance of the team to really understand the customers, develop a strategy and set up and implement a segmented sales concept.

Some key conclusions after the game

It's important

..to develop a deeper understanding of our customers' needs and desires.

.. to manage our customers' expectations and live up to the expectations we created.

.. to redesign our processes outside in. Customer centricity is as strong as the weakest link.

.. to identify how we can change our customers into our promoters and ambassadors.

.. to collect, share and activate customer data to be able to set the right priorities and better help our customers.



Target groups

Employees and managers from one organisation who are involved in fulfilling customer needs together and are able to influence strategy, priorities, processes and /or organisation

Duration

4 hours playtime

5–8 hours including transfer to the own situation.

Group size

9–14 players in one team

Playing with **more teams** (till 200 people) is possible and adds more fun.

