

Face Value®

THE CUSTOMER GAME



WALKER

How do we make important decisions about our customers?

Face Value is a fun and energetic exercise that explores how we use (or don't use) the right customer information to make important decisions. A highly interactive card game, the exercise encourages discovery about collecting the right customer intelligence to better serve our customers and address questions such as:

- Do we have the right customer information to make better decisions?
- Do we put customer intelligence to use?
- Does more information always lead to better decisions?
- What are the right measurements to track?
- Do we deliver the right information to the right people?

Entertaining and informative, Face Value will prompt new ideas for our customer experience initiatives and challenge the way we make decisions about our customers.



Comments about Face Value:

“The fresh/new approach to learning via a game hooked me and kept my attention the entire time. (Most didn't want it to end!)”

“The concepts and key learnings apply to anyone with customers.”

“The unique format created engagement from the entire class – start to finish. There wasn't a single person not participating.”

“The hour flew by!”



Applications for Face Value include:



**Strategic
Planning
Sessions**



**Informative
Icebreakers**



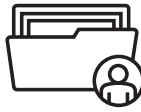
**Training
Programs**



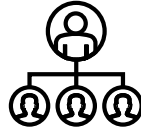
**Leadership
Seminars**



**Customer
Experience
Workshops**



**New
Employee
Orientation**



**Strategic
Account
Management**

Whether you're looking for an exercise for a strategic planning session or you want an ongoing program to shift the culture of your organization to be more customer focused, Face Value can be an essential ingredient.



Ready to play Face Value?

Contact Patrick Gibbons, CCXP at pgibbons@walkerinfo.com



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www.walkerinfo.com