

CMAT™ BUSINESS GAMES

HIGHLIGHTS

- » Memorable learning experiences
- » Credibly based around Best Practice not theory
- » Relevant in all business environments and industries
- » Demystifies Customer Management practice

Business Games

are role-play simulations, which actively demonstrate different levels of Customer Management competence to an audience in an interesting, involving and engaging way.



The Experience

Delegates are split into a maximum of 5 teams. The “brief” is to assess Customer Management competence in up to five fictitious companies that our Board are interested in buying.

The delegate teams have to recommend which company should be bought and why by interviewing representatives from the five companies, and reviewing evidence provided by researchers.

Using questions and compliance text drawn from the CMAT™, the teams score each company against 8 aspects of Customer Management practice.

Once the teams have completed their scoring they present back to the Board with a rationale. A winner is then decided.

Learning Outcomes

Delegates develop an understanding of the varying stages of maturity that companies go through to become “world class” in Customer Management. The game also reveals some of the real and observed misunderstandings and poor practices which companies exhibit around Customer Management.

Application Opportunities

- » Conferences: for groups of between 25 – 30 people
- » CM Training: for groups of between 6 – 12 people
- » Off-site Meetings: demonstrating to a management team what “world class” really looks like
- » Each game typically lasts ca. 2 hours

The Benefits

Business Game experiences are based around observed best practice rather than theory, and are supported by case studies and examples.

The games have been devised to demonstrate CM competence in both B2B and B2C and help individuals to gauge where their own organisation’s competence in CM is, as well as to understand the scope, scale and breadth of Customer Management.

For further information, please contact:

ServiceTraction e. K.

Lindwurmstrasse 46
80337 Munich, Germany

Tel: +49 89 2555 7330
info@servicetraction.com
www.servicetraction.com