

# Business Games

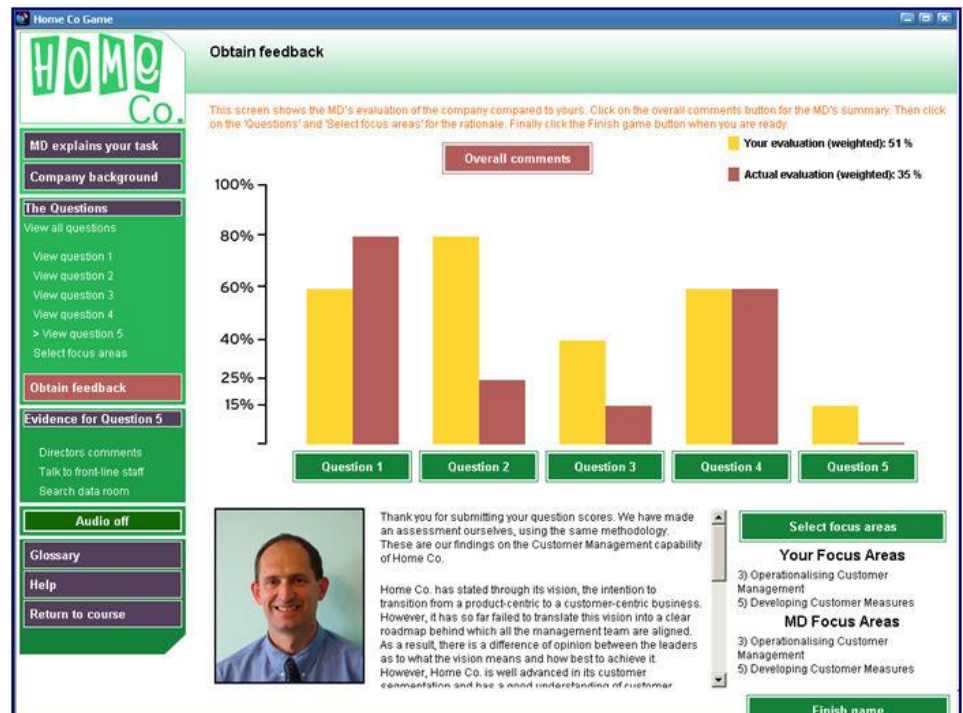
## Creating engagement, learning and creative thinking in Customer Management

Engaging people in Customer Management can be challenging, especially as they need to grasp a number of concepts that may be counter-intuitive or at odds with what the organisation have been telling them for many years. Customers are NOT all the same and we may need to treat some better than others, for instance.

There can also be changes of strategy and direction that the senior team need to grasp. The consistent challenge is about getting the required share of attention away from the day-to-day challenges of stakeholders. This is where Business Games can play a role.

They must never be trite or patronizing but do need to be engaging and very focussed on delivering the specific learning and messages needed for the various stakeholder groups. The Customer Framework Business Game offerings are based on a proven approach but are heavily tailored for each client.

The games can be run in 2 hours at a conference or training event or over an extended period of time using a mix of on-line and face-to-face interaction.



The screenshot displays a grid of evidence categories on the left and a grid of director portraits on the right. The categories are: Value-based customer segmentation, Activity-based costing, Lifetime value understanding, Customer information, Customer understanding, and Value-based marketing plan. The portraits are: Kevin Pitt (Marketing Director), David Sheen (Finance Director), Paul Nicholson (Director of Emerging Business), Brigitte Roberts (Operations Director), Peter Williams (HR Director), Malcolm Stator (IT Director), Steve Wilks (Director of GAR), and Stuart Fox (Customer Service Director). A 'Your Colleague Sandra' portrait is also visible. The interface includes a sidebar with navigation options and a 'Back to current question' button at the bottom right.

The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.