

Create increased customer awareness in all-company event

Our level of responsibility

I was responsible for the design and delivery of this game. I worked closely with the Training Manager and her staff to make sure the game format and questions were customized to the company.

Duration of the engagement

1 month

The problem(s) presented to us

How to create a fun, customer service focused, company-specific event that would energize all employees to look for the best solutions for customers. It needs to be easily manageable so that all 600 employees will feel part of the program.

Our steps in solving the problem

- Discuss overall objectives of the all-company game
- Gather questions and answers for company-specific information.
- Design and add humor to the game questions.
- Do a run through with the HR staff to work out details
- Conduct a rehearsal with the 4 teams immediately before the event.
- Emcee one-hour “Customer Service Family Feud” game

Results achieved

The client was very pleased with the level of involvement and increased customer awareness that this event initiated.