

Towards Immortality



CUSTOMER SERVICE



* At extra cost it is possible to increase the number of participants.
** At extra cost it is possible to conduct the game in English and German.

What will you do to become immortal?

Four races inhabit the Impassable Forest – the People, the Elves, the Dwarves and the Druids. They look for a recipe to produce the elixir of immortality. Each race possesses secret knowledge, passed down from generation to generation, about plant breeding and production of ingredients, but to prepare this elixir, the combined knowledge of all the races is required. Will it be possible to reach an agreement despite the differences?

The game for:

- people responsible for shaping the rules concerning the way of building customer relationships and developing sales strategies in companies
- sales representatives, sales assistants and people contacting customers whose effectiveness depends on meeting “customer” needs and looking for solutions in an active manner
- companies and institutions who find it important to create the atmosphere of cooperation, good will and trust in their teams

Challenge:

The objective of the game is to prepare the elixir of immortality – the team with the shortest time will be declared the winners. You will be divided into four teams to adopt the roles of particular races that have different ingredients and skills. In order to obtain the desired goods or information (necessary to prepare the elixir) from other teams, first you have to get to know their needs and expectations, and then try to meet them without prejudice to your own interests.

Foundation:

- Jakobson’s model of communication
- the process of building customer relationships
- strategies of action based on incomplete information
- typologies of customers
- sales communication strategies

Logistics:

We use a projector, a screen, tables and chairs.

Advantages:

- the participants adopt the roles of sales assistants and customers at the same time, which is why they get an immediate feedback on the effectiveness of their activities
- gathering experience necessary to shape real customer relationships
- developing effective customer service skills due to the need to understand intentions, discover interests and mutually examine the needs

Variants / Extensions:

- a workshop part to present the issues concerning professional customer service and building long-term sales relationships
- a moderation workshop during which the participants solve a real problem, important for their organisation
- an outdoor version of the game held in the open air

The game through the eyes of the participants:

“I found it most difficult to understand the needs of the other party that was as if >>out of this world<<. But this is a lesson for the future that I can also meet ‘a customer-Dwarf’ in practice.”

“The plot of the game helped me break away from everyday life and look at customer service from a different angle. Thanks.”

“If there is any one secret of success, it lies in the ability to get the other person’s point of view and see things from that person’s angle as well as from your own.”

Henry Ford

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