

# GAME-X ACADEMY

## Customer Journey!

### About the Course

A customer journey is **an entire experience a customer has while communicating with a brand**. It considers the complete interaction roadmap from brand discovery to purchasing and beyond. The focus isn't on transactions, but rather how the customer feels after interactions with the brand. To build loyalty and retain customers, companies need to deliver the same experience every time they interact with customers. ...  
"I believe that a great customer experience is personalized, timely, relevant, effortless/simple,

**Who is this course for?** Land based Operators,

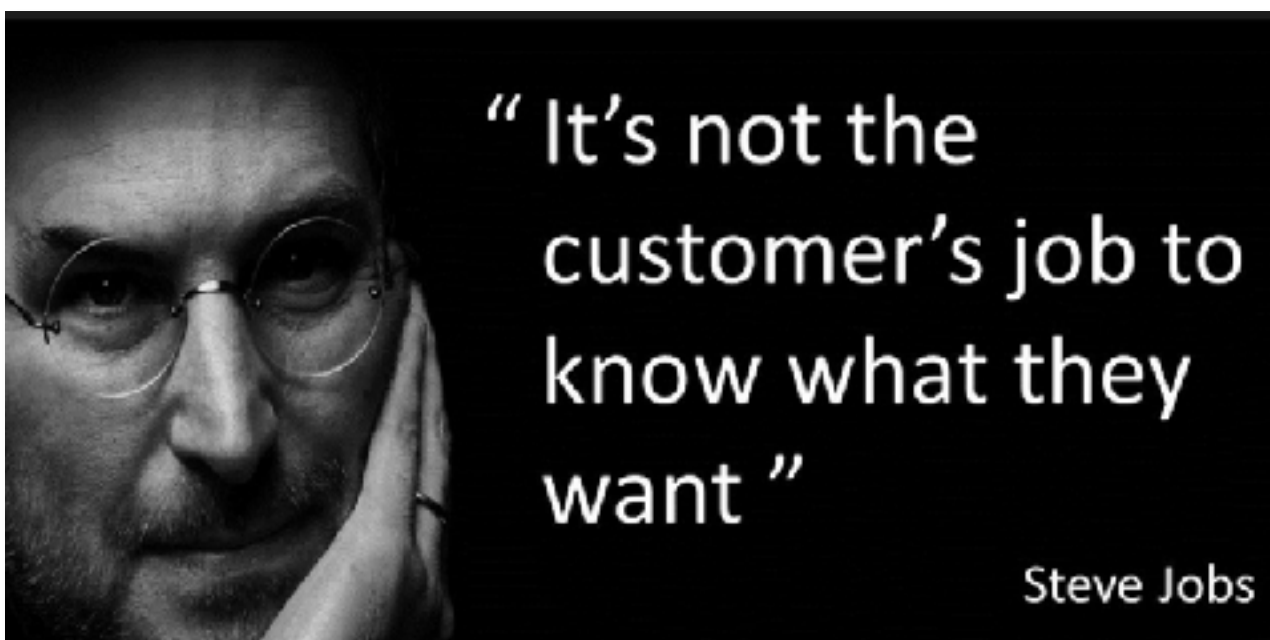
**Role function ideas:** Marketing managers, Slot managers, Gaming managers, F&B Managers, General managers, Guest relation managers and officers, customer experience managers, Slot attendants, COO, CMO,

**Price:** € 399.00 EUR + VAT

**Duration:** 10 hours

**Place:** Online / digital study room

Why do we need a customer journey? How to create it? How it will help the operation to earn more GGR?



All these and many more questions are exciting and important in any industry.

The gaming industry is all about customer satisfaction, it is all about delivering the unexpected factor.

It is pointless to tell that, that without, or with a bad customer journey, no matter how much was invested in the physical environment, in gaming

"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."  
– Mahatma Gandhi

equipment clients will not be known, therefore their demands will never be understood, so it could never be met, not even to exceed it.

GAME-X approaches this challenge differently than the others. We offer you the perfect training course to learn the answer to the above and your own questions. But we actually going to analyze your operation first and our trainers will divert the management, key leaders in the right direction in the process of creating your own Customer Journey or improving on the existing one.

GAMEX guarantees money back if there is no Customer Journey plan, process, KPIs, and analysis methods are worked by the end of the training session.



The customer journey is the complete sum of experiences that customers go through when interacting with your company and brand. Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer.

**“All our dreams can come true, if we have the courage to pursue them.”**

**-WALT DISNEY**