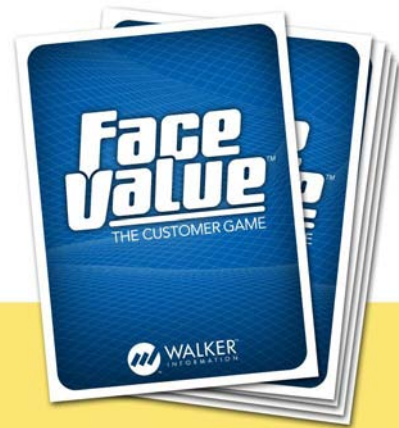


# Face Value® The Customer Game

The value of an effective customer loyalty program has been proven time and time again. Forward-thinking executives understand the positive impact truly loyal customers can have on an organization. However, many struggle to understand the process of using customer loyalty information to make better decisions. Others need a means for communicating the necessity of a customer loyalty program to their employees.

To meet those needs, Walker has developed FaceValue®, an award-winning interactive exercise to demonstrate the concept and value of leveraging customer information. Entertaining and informative, FaceValue is appropriate for groups as small as five, or as large as 500. FaceValue can even be customized for specific situations.



Eight great applications for FaceValue® are:

- Strategic planning
- Corporate culture changes
- Informative icebreakers
- Training programs
- Leadership seminars
- Customer loyalty education
- Merging companies
- Strategic account management



WALKER

## How is FaceValue® played?

In FaceValue, players represent companies and the cards represent customers. At the start of the game, each player is dealt five “customers”.

During each round, players decide what “customers” to add to their company, and which to let go. Similar to an actual market, different players are competing for the same “customers”, adding a realistic competitive component to the activity. Different rounds focus on:

- Revenue
- Mergers
- Lost customers
- Stealing customers
- Customer contact
- Customer repurchase
- Profit
- Customer loyalty

Eventually, discussions revolve around what is essential in order to thoroughly know your customers and make effective business decisions.



## Key Results

Playing FaceValue results in discussions about important issues such as:

- Does this happen in our business?
- Do we have the right information?
- Do we guess at the information we do not have?
- Does more information mean better decisions?
- What are the right measurements to track?
- Are they different for each company?
- How do you establish metrics?

## Exercise for all audiences

Since it is simple and entertaining, FaceValue is suitable for broad audiences. It has been presented in small group strategy sessions and at large conferences, including those with multi-national contingencies. The exercise’s refreshing approach has appealed to MBA students and corporate executives.

Whether you are looking for an exercise to kick off strategic planning or you want an ongoing program to shift the culture of your organization to be more customer focused, FaceValue can be an essential part of your program.

## Ready to play FaceValue?

Contact Pat Gibbons at 317.843.8822 or [pgibbons@walkerinfo.com](mailto:pgibbons@walkerinfo.com).

### About Walker

Walker helps companies leverage customer perspectives to protect and grow their business. Specializing in customer loyalty and related customer strategies, Walker uses innovative approaches to segment, value, obtain, serve, and retain customers. Walker’s diverse team of consultants provides tailored, comprehensive solutions to help companies achieve their business objectives and, ultimately, grow shareholder value.



*Building relationships*

301 Pennsylvania Parkway  
Indianapolis, Indiana 46280  
Telephone: 1.800.334.3939  
(International: +1.317.843.3939)  
[info@walkerinfo.com](mailto:info@walkerinfo.com)  
[www.walkerinfo.com](http://www.walkerinfo.com)