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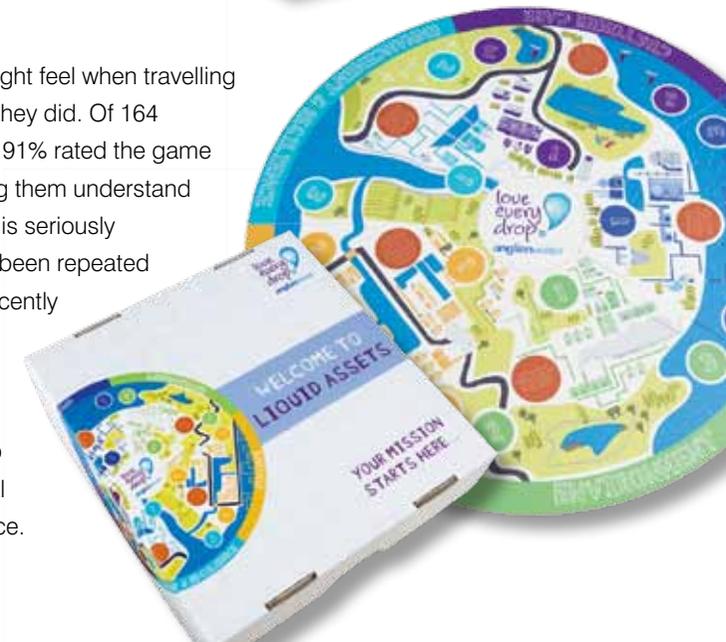
### Words&Pictures Case Study

## GAME ON!

Fun and effective, board games can be a solution to a diverse range of issues from communicating corporate strategy and company initiatives to spreading awareness of climate change. It's a dynamic approach that boosts team building and behavioural change, at all ages.

For easyJet, the aim was to bring the easyJet customer experience to life for their people. Employees navigate the board and read about real-life customer scenarios; experiencing every stage of the easyJet customer journey to better understand the part they play. We created a large board game for colleagues to play together – encouraging debate and discussion, and in turn, engagement. The customer experience feedback has been impressive. When asked: 'Did you feel that the customer experience board game enabled

you to experience how customers might feel when travelling with easyJet?' 87.7% answered that they did. Of 164 people surveyed from the first event, 91% rated the game 'Effective', or Very effective' in helping them understand the customer experience strategy. This seriously impressive level of engagement has been repeated at subsequent training events and recently contributed to easyJet winning the UK Customer Experience Awards 2014, Employee Engagement – Values and Behaviours Award. It also picked up an IoC (Institute of Internal Communications) Award of Excellence.



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The game is a real fast-paced journey through the easyJet customer experience and it genuinely helps people here see things through the customers' eyes.

easyJet colleague

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**Words&Pictures understood our brief from the start and delivered a brilliant concept and creative for a giant board game.**

*Martin Green,  
Internal Communications Business Partner,  
Provident Financial*

Working with Provident Financial, we created a board game for their Leadership Conference where the company's leadership team were challenged to explore the customer experience through agent scenarios. Colleagues worked in pairs or small teams, making their way around the board, in a race against others, introducing a healthy dose of competition. A smaller version of the game was rolled out nationwide for managers to play with their teams, as part of training and development.

Targeted at a younger audience, we also worked with Anglian Water to help them engage school children on the subject of saving water and the role of a water supply company. We needed to create an activity with educational impact that could be parachuted into a standard timetabled

lesson. The answer was a James Bond-themed game, where pupils took on the role of secret agents behind the scenes of Anglian Water. This worked alongside an introductory animation, which set the scene for the game, which can be played from start to finish within an hour.

Electricity North West wanted to educate children in a fun and lively way on their key CSR areas: community, work and the environment. Together, we developed a board game that introduced pupils to the business of being a Distribution Network Operator. The format of the game allows students insight into the moral and ethical implications of decision making, and helps Electricity North West to connect to audiences identified as 'hard-to-reach' by the engineering industry.