PORTFOLIO WORK SAMPLE

Customer Experience Gamebook

A practical guide to personalized service, confident issue resolution, and lasting customer relationships.

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A concise, independently rewritten work sample illustrating program design and facilitation. This edition uses general business language and contains no employer branding, internal links, or company-specific systems.

1. Design an experience people remember

Purpose

Help teams make customers feel welcomed, understood, and supported throughout the experience. Consistency comes from clear behaviors and ownership, rather than memorized scripts.

Welcome

Acknowledge the customer promptly with a warm greeting and attentive body language. Explain how you can help and let the customer set the pace.

Discover

Ask open-ended questions about goals, preferences, practical needs, and concerns. Listen without interrupting. Summarize what you heard and confirm that you understood correctly.

Personalize and follow through

Explain why a recommendation fits the stated need. Be clear about price, next steps, and expectations. Own unanswered questions and follow up on commitments.

2. Respond with empathy and ownership

Listen

Give the customer room to explain. Identify the practical problem and the emotional concern. Avoid defending a process before understanding the experience.

Acknowledge and empathize

Name the concern in plain language. Example: “I understand why that delay is frustrating, especially after you planned around the original date.”

Act

Explain what you can do, who owns the next step, and when the customer will hear back. Offer realistic options. Escalate when needed while retaining responsibility for communication.

Useful language

“Let me take responsibility for the next step.” “Based on what you shared, here are the options.” “I will confirm the outcome with you by the time we agreed.”

3. Practice service recovery

Three-person role-play

Assign a customer, an associate, and an observer. Scenario: a customer expected a service or delivery on a specific date, but the plan changed and communication was unclear.

Associate task

Listen, acknowledge the impact, explain available options, confirm ownership, and agree on the next update. Avoid promising an outcome you cannot control.

Observer checklist

Did the associate clarify the issue? Recognize its impact? Explain a realistic solution? Confirm who owns the follow-up? Check that the customer understood the next step?

Debrief

Ask the customer what made them feel heard. Ask the associate what was difficult. Invite the observer to identify one effective behavior and one adjustment. Rotate roles and repeat.

4. Connect service habits to business outcomes

Earn feedback

Invite honest feedback consistently and make the process easy. Keep requests neutral and voluntary. Use both positive and critical feedback to identify patterns and improve the experience.

Team routine

Review a customer theme in the huddle. Recognize an example of ownership. Choose one service behavior to practice. Assign responsibility for open issues and follow-up.

Measure the experience

Track issue resolution, follow-up completion, customer feedback themes, repeat business, referrals, and review ratings where available. Record the period, location group, and method used.

Interpret the results

Review service and sales measures together without assuming that one caused the other. Compare consistent periods and document changes in traffic, staffing, promotions, and other conditions.