



CUSTOMER RELATIONSHIP TRAINING

TRAIN SALES PERSONS TO CUSTOMER RELATIONSHIP

H&M is a leading ready-to-wear international fashion group.

GOALS

Train H&M sales staff to customer relationship, focusing on three themes: sales management, conflict management and team management.

TARGETS

H&M sales staff following the "Department Manager" curriculum, a certification aiming at increasing customer satisfaction.

FORMATS



OUR PARTNERS



OUR SOLUTION

A serious game in three sequences, taking place in a **beautifully modelled H&M store**.

The player is a sales representative facing various sales situations.

At the end of the game, a **personalised assessment** is provided based on the player's answers, weighted according to several criteria. Throughout the process, the player's performance can be seen in real time through customers' mood.