

CUSTOMER RELATIONSHIP

TRAIN SALES PERSONS TO CUSTOMER RELATIONSHIP

The **National Agency for Adult Professional Training (Afpaf)** is a leading organisation for adults and job seekers' professional qualification.

GOAL

Educate trainees to all aspects of the customer relationship, from initial contact to sales completion and customer service.

TARGETS

All AFPA trainees following a sales curriculum

FORMATS



IN THE PRESS

DÉBATFORMATION

www.debatformation.com



OUR SOLUTION

This behavioural serious game places the trainee in a virtual store. The player embodies a sales representative facing real situations.

- 17 scenarios
- 7 characters with different functions
- Varied and original sales situations
- the customer's mood is based on the learner's answers
- Personalized interactive report
- Printable detailed assessment
- Printable teaching sheets

RESULTS

A close partnership between Manzalab and AFPA's *Lab Social Learning*.