

Customer Value Game: Team Decision Sheet

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Team Number	
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ATTRIBUTES	Round 1	Round 2	Round 3	Round 4	Round 5
Brand Trust					
Customer Experience					
Product Choice					
Channel Choice					
Customer Relationship					
Price/Profit Margin					

Score the attributes from 1 to 10

ATTRIBUTES	Round 6	Round 7	Round 8	Round 9	Round 10
Brand Trust					
Customer Experience					
Product Choice					
Channel Choice					
Customer Relationship					
Price/Profit Margin					

Score the attributes from 1 to 10