

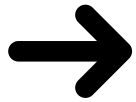
TELE2

DREAM-MAKERS BOOTCAMP

**A four-act production
for creating the most human customer
experience**



NEED



To create a training for the entire Tele2 Estonia organisation that makes the new **customer experience strategy easy to understand** and **engaging**,

using stories and vivid experiences while fostering **empathy, curiosity** and a **customer-centric mindset**.

The goal was to bring the new strategy from paper to practice.



- Fun and surprising;
- outside the box;
- collaborative;
- people first;
- clear and relatable, giving participants an opportunity to see themselves in it.



- A lecture where participants simply sit and listen;
- using tools (service journey, etc.);
- service design jargon.

The greatest ambition was to subtly support a seamless, customer-centric service experience:

Tele2 people would listen openly, create value and surprise customers by deeply understanding their needs.

EXPERIENCE

TELE2 DREAM-MAKERS BOOTCAMP: A UNIQUE, INTERACTIVE AND THEATRICAL TRAINING EXPIERENCE.

The training was designed as a **four-act theatrical game** that transported participants into a fictional world. There, they met characters such as the “**Dreamer**” (the customer) and the “**Warehouse**” (an internal colleague with their own dreams and challenges).

The characters were brought to life by professional actors, making the experience truly immersive.

This allowed participants to playfully explore both **customer needs and collaboration within their teams**, while having fun and temporarily leaving the constraints of the “**real world**” behind.

OPEN THE CURTAIN

The first act began like any other training session: a welcome, introductory slides and a (somewhat drawn-out) presentation of the strategy. Yet increasingly surreal comments sparked curiosity among the participants and prepared them for the unexpected.

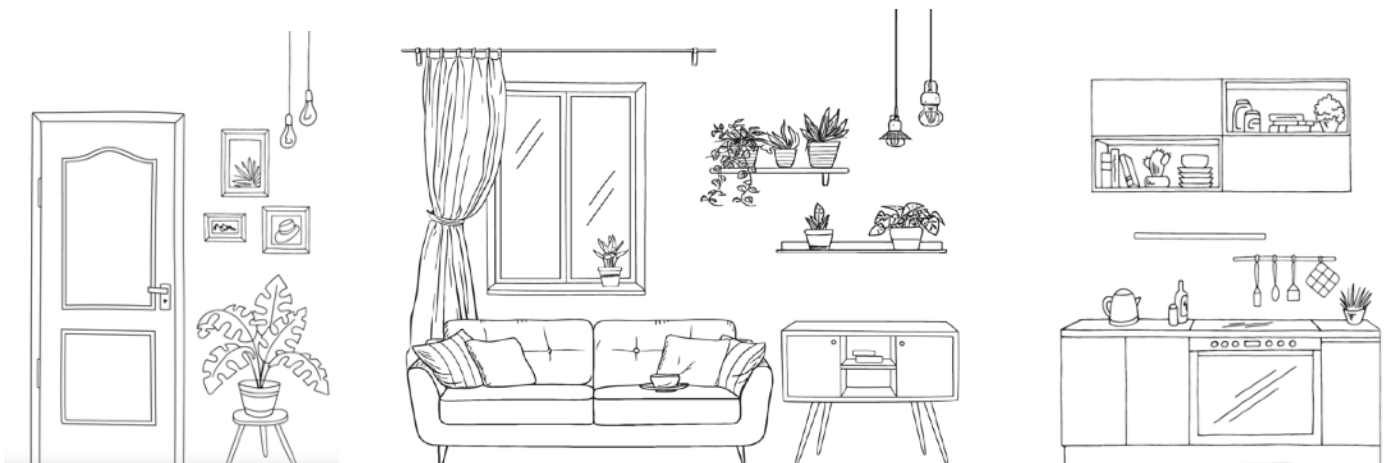
In the second act, the teams met the Dreamer in their home and listened to their monologue. Their task was to figure out what the Dreamer's dream was. Obv, this was never stated explicitly. **How could they truly understand them?** During rounds of conversation, participants interviewed the Dreamer, practising **active and attentive listening**.

In the third act, the teams created a prototype to bring the Dreamer's dream to life. To do so, they had to ask the Warehouse for help. ...The Warehouse was not exactly an easy character to deal with. Everything went more smoothly when participants showed **politeness and empathy**.

In the fourth act, the teams presented their creative solutions, turning ideas into tangible dreams.

The final act was a shared discussion where participants celebrated creativity, **exchanged experiences** and **connected what they had learned to their everyday work**.

Stage set-up at the Tele2 office a.k.a Dreamer's home



CHARACTERS

ental Activist

a voice so we can better
ate with them.

Aivi the Engineer

Is super ambitious and realised she needs to live at least
150 years to make all her plans happen.

Sirli the Musician

Wants to create an immersive experience in her concerts,
where people can see the sound and not only hear it.

Kaisa the Mechanic

Would like a self-organising garage because at the end of
the day she spends too much time cleaning.



Dreamer

Main character
client

Warehouse

A supporting character
with a pivotal role
an internal colleague with their
own dreams and challenges



Trainer

Experience
facilitator

Dream-maker

Tele2 team



OUTCOME

- **10 sessions** in Tallinn and Tartu for all Tele2 employees
- *Approx. 350* Tele2 employees trained
- **4,5 hours** per training, *approx. 2700* minutes spent dreaming together
- Overall satisfaction score across all sessions: **4.5 /5**
- As a result of facilitating the fresh mindset, Tele2 customer service satisfaction score in October 2025 was 98.77%, the best result in the company's history

The experience was not simply a lecture or theory-based learning. It was a world of its own, where **empathy, creativity and curiosity** were put to the test.

The training became a safe space where employees could practise these soft skills while also learning to navigate the unpredictability inherent in real-life customer interactions. There were plenty of moments of recognition and personal insight. There were tears, courageous contributions, confessions and thoughtful reflections.



19 NOV 21. NOV 26. NOV



16 JAN



28. JAN 06. FEB



13. FEB



12. DEC



23. JAN



"I will never forget this training"

– Actual training participant
(no, we didn't ask names, you have to trust us on this one!)