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WORKFORCE GAMIFICATION

Singtel PayPal Microsoft ebay hp TRANE

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GAMIFICATION: IS IT A GAME?

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We’re playing games

We’re **NOT** playing games

GAMIFICATION

The use of game mechanics and experience design to digitally engage and motivate people to achieve their goals

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GAMIFICATION in real life

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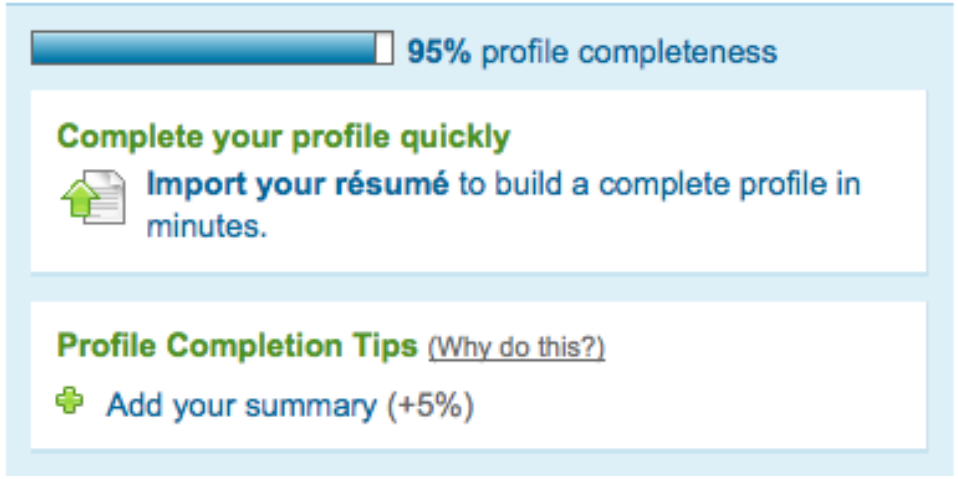
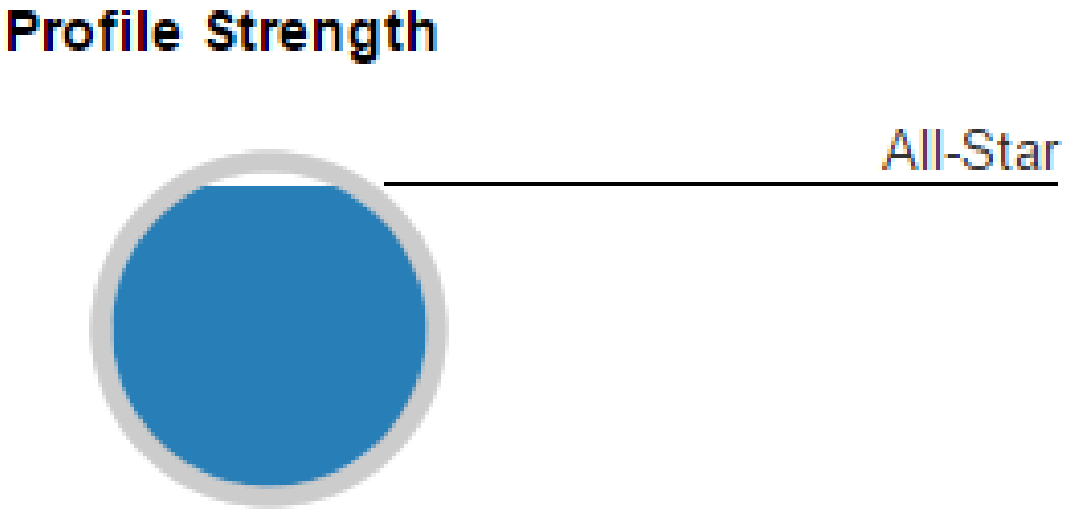
GAMIFICATION in the virtual life





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GAMIFICATION: A FITBIT FOR WORK

- Encouraging performance & learning
- Benchmarks, personal records
- Friendly personal and team competitions

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THE ENGAGEMENT CHALENGE

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WORK IS CHANGING:

Addressing alignment and engagement in real time

ALIGN

Company goals match KPIs

TRACK

Set goals & give feedback

IMPROVE

Coach and learn

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THE EMPLOYEE JOURNEY

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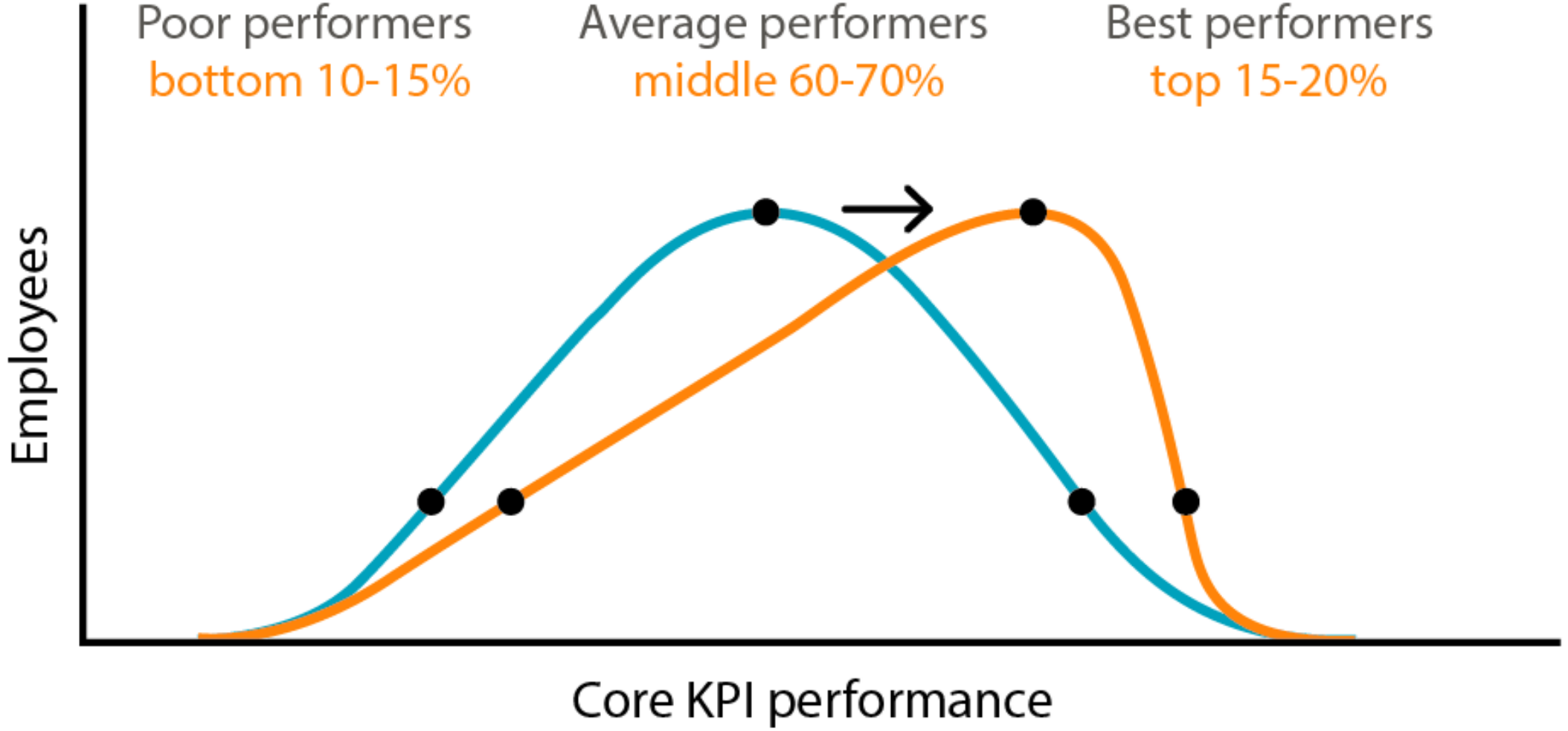
MOVE THE PERFORMANCE NEEDLE



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CASE STUDIES

- eLearning: 3X more learning completion
- Call Center: sales KPIs up 10%
- Contact Center: + 10% in customer service KPIs
- Tool Adoption: 90% recommend using gamification
- Onboarding: 85% completion rate

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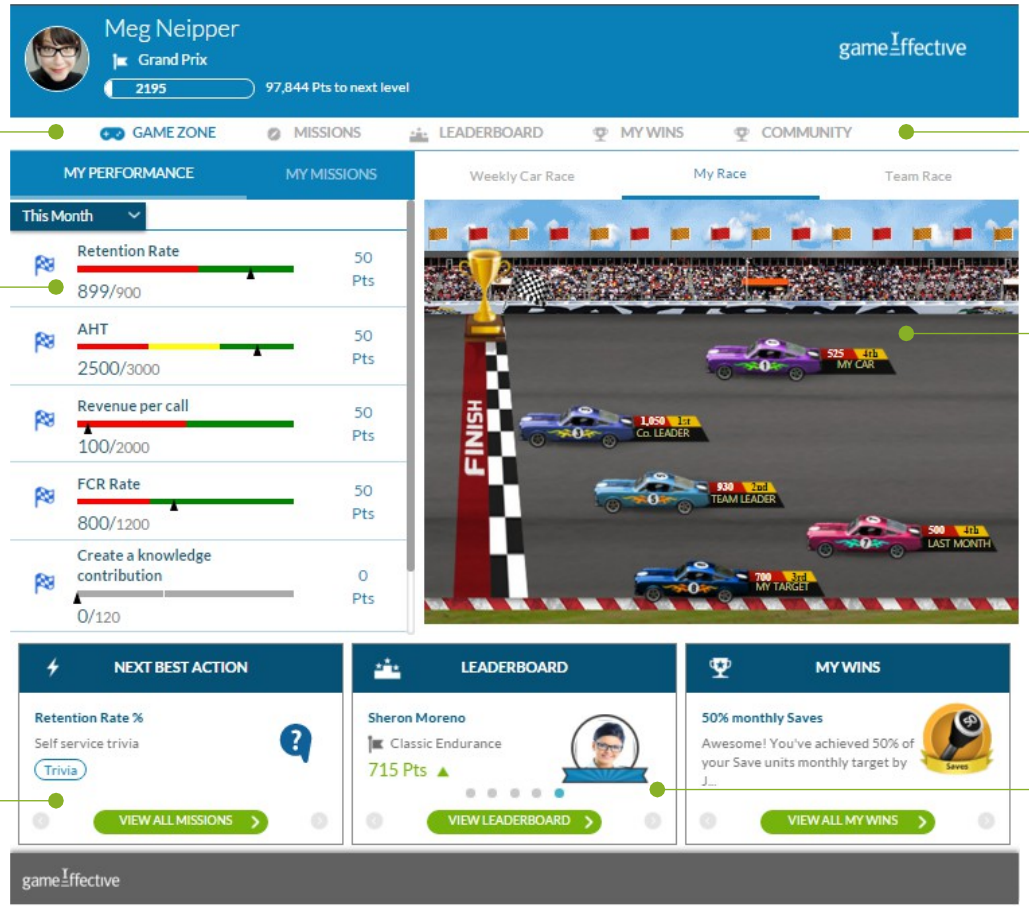
AN ENGAGEMENT LAYER AT WORK: GAMIFICATION

Learning and training activities

Real-time Performance KPIs

Next Best Action



Social Feeds

Game Narrative

Leaderboards and badges

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How Gamification Works

1. Set goals
2. Define KPIs
3. Fit to Players
4. Game Setup
5. Add eLearning
6. Connect
7. Announce
8. Launch
9. Game On!
10. Check behaviors
11. Play Again!!!

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USING NARRATIVES TO DRIVE PERFORMANCE

CITY

Learning & onboarding

SCAVENGER

Knowledge & train

GLOBAL EXPLORER

Learning

RACE

Performance

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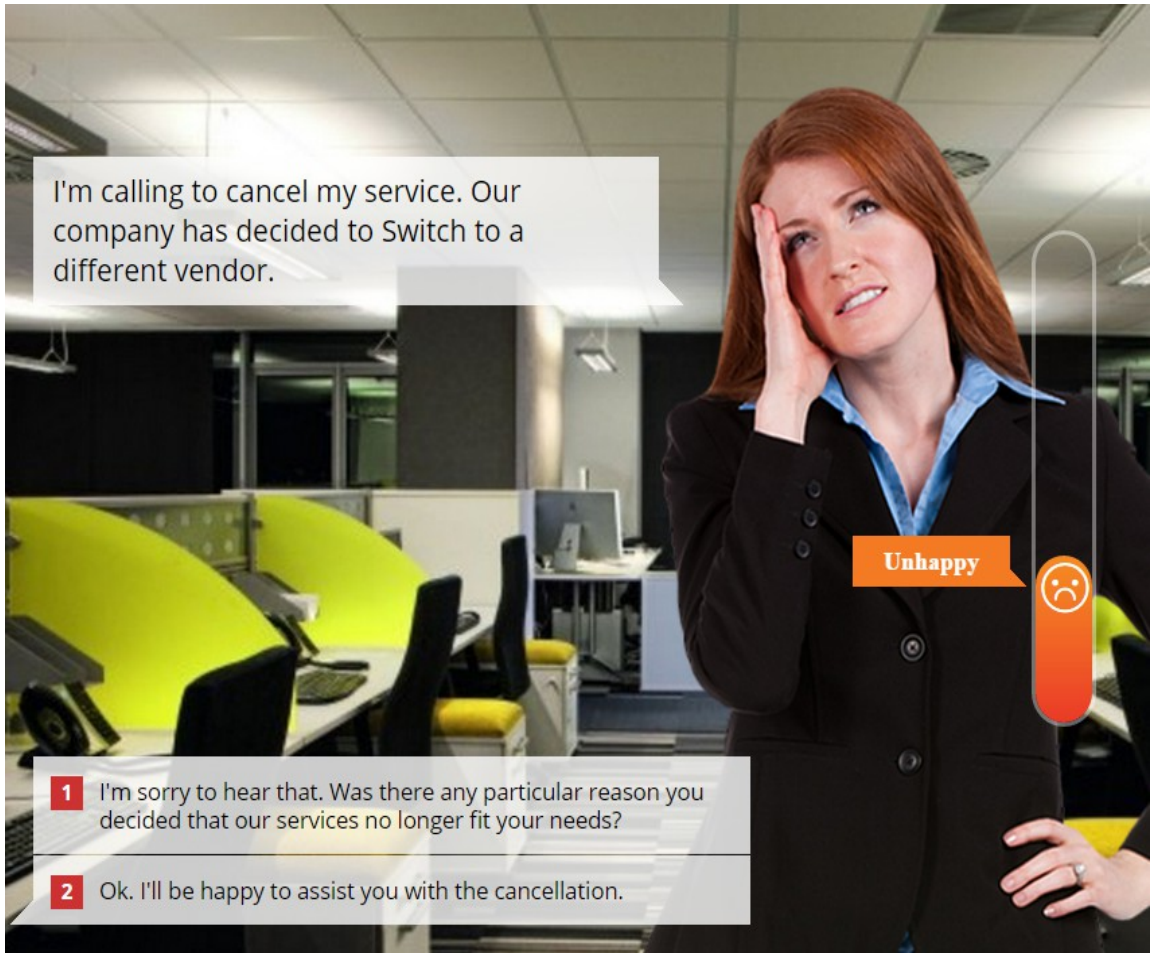
EVENT BASED MICRO LEARNING & COACHING



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INTEGRATING WITH ENTERPRISE APPS: A “WEARABLE”

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USING COMPETITION TO DRIVE PERFORMANCE

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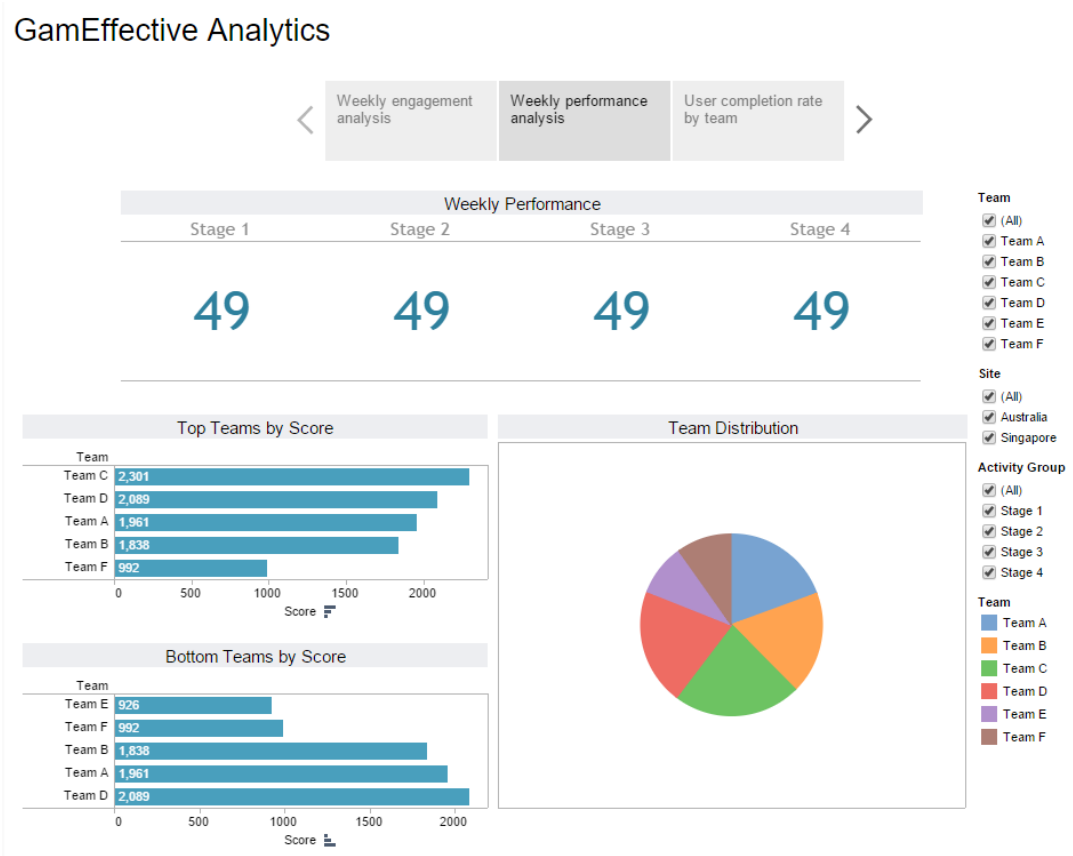
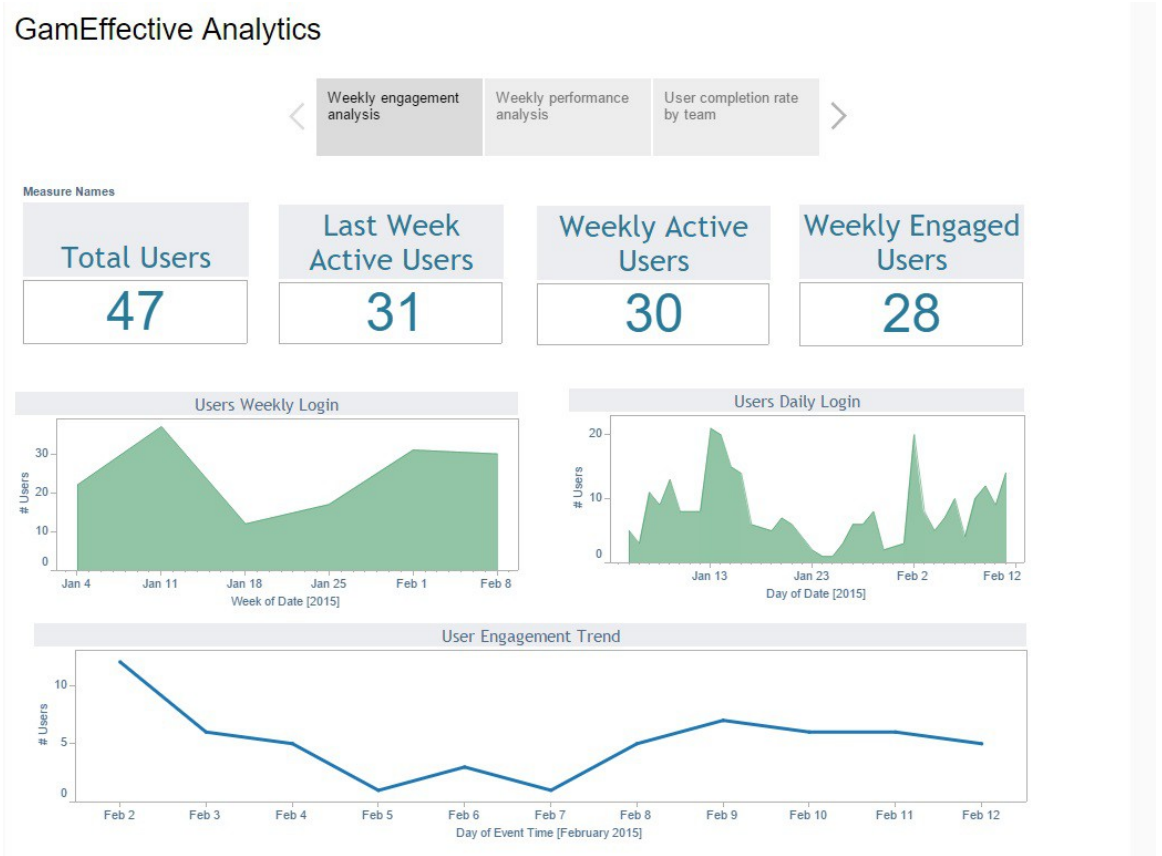
MEASUREMENT & ANALYTICS





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Make everyone a hero.

Demo

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