

game_Yffective

WORKFORCE GAMIFICATION



Singtel

PayPal™

Microsoft™

ebay



TRANE®

game_Yffective



GAMIFICATION: IS IT A GAME?



We're playing games



We're **NOT** playing games





GAMIFICATION in real life




game≡ffective

GAMIFICATION in the virtual life

 95% profile completeness

Complete your profile quickly
 **Import your résumé** to build a complete profile in minutes.

Profile Completion Tips ([Why do this?](#))

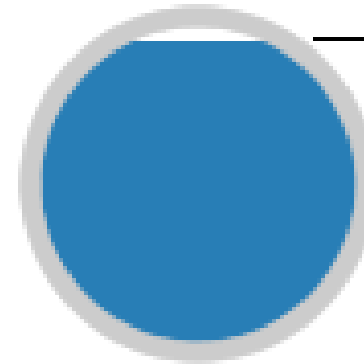
-  Add your summary (+5%)

WHO'S VIEWED YOUR PROFILE?

28 Your profile has been viewed by 28 people in the past 3 days.

35 You have shown up in search results 35 times in the past 3 days.

Profile Strength



All-Star

GAMIFICATION: A FITBIT FOR WORK



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

THE ENGAGEMENT CHALLENGE



WORK IS CHANGING:

Addressing alignment and engagement in real time



ALIGN

Company goals
match KPIs



TRACK

Set goals & give
feedback

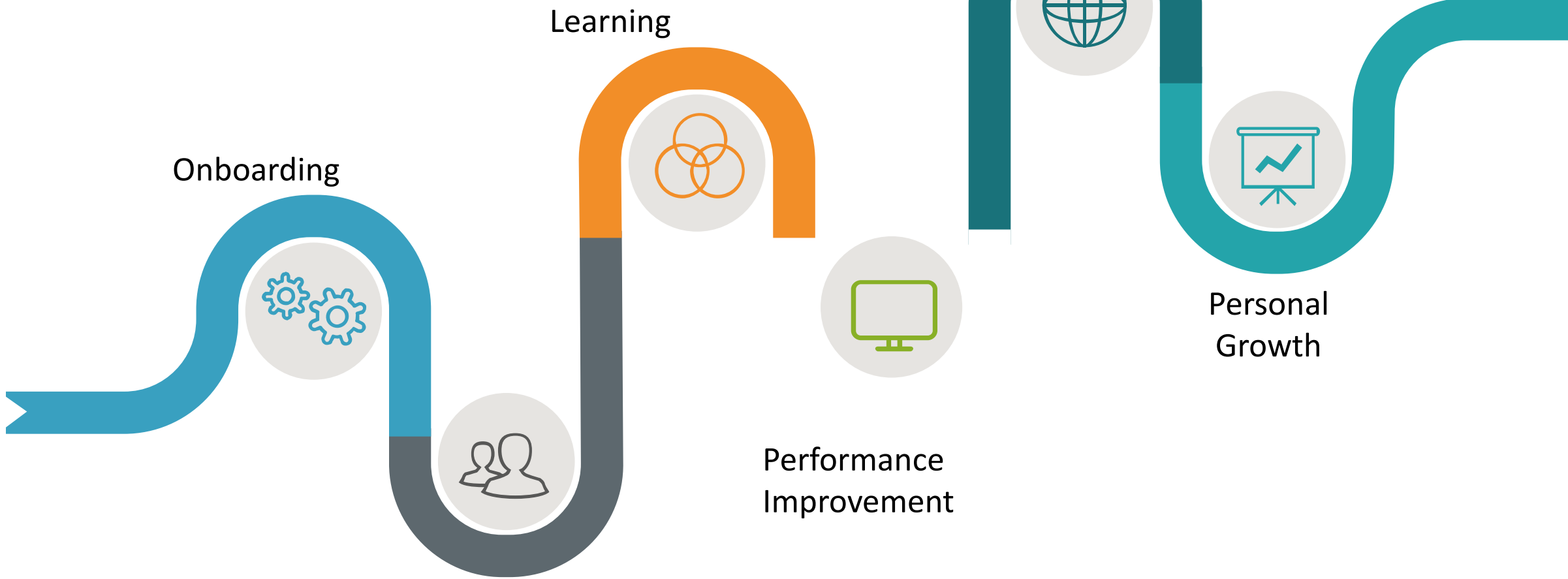


IMPROVE

Coach and learn

THE EMPLOYEE JOURNEY

Career Development



Onboarding

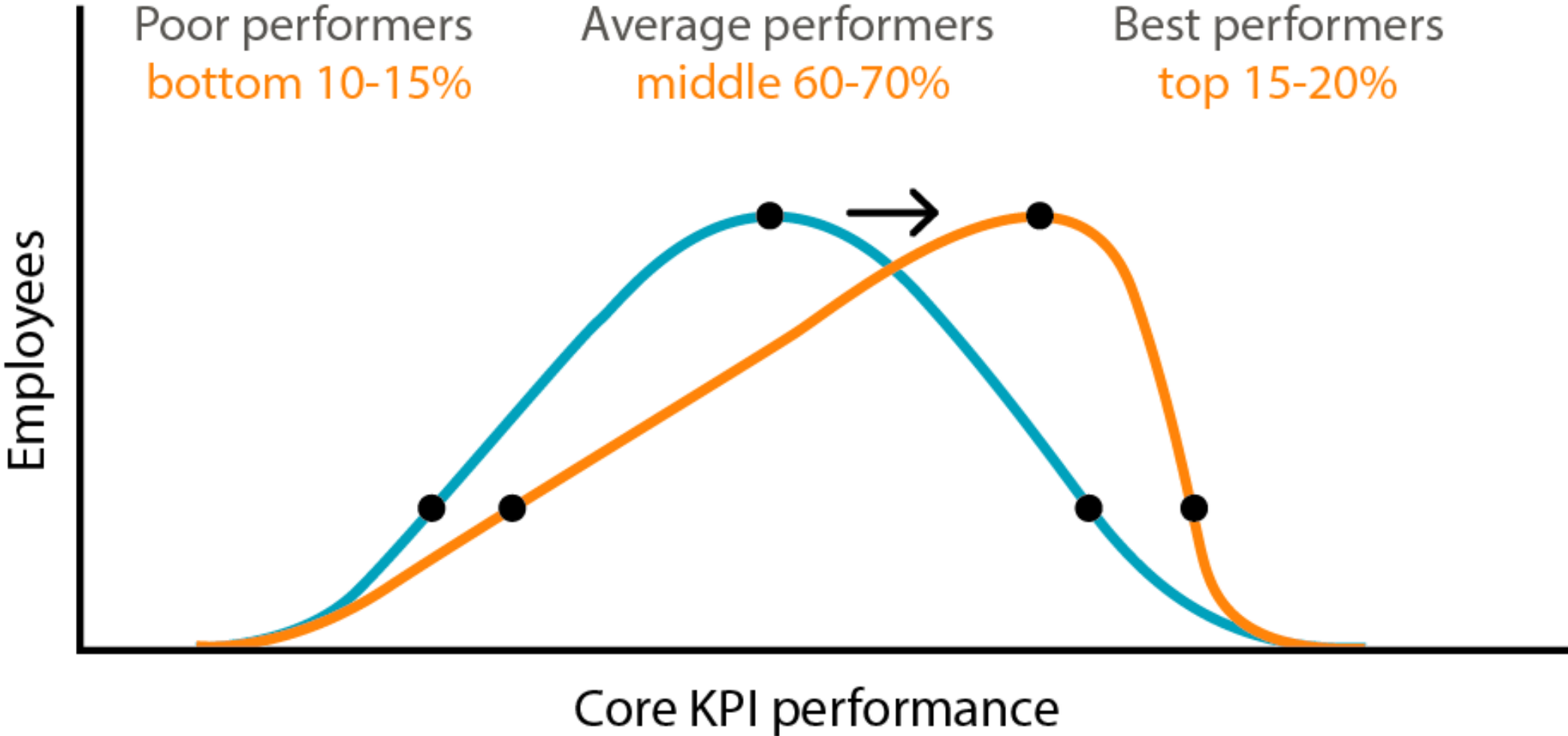
Learning

Social connectedness

Performance Improvement






Personal Growth

MOVE THE PERFORMANCE NEEDLE





CASE STUDIES

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

AN ENGAGEMENT LAYER AT WORK: GAMIFICATION

The screenshot displays a user profile for Meg Neipper on the 'gameffective' platform. The interface is divided into several sections:

- User Profile:** Meg Neipper, Grand Prix, 2195 points, 97,844 points to next level.
- Navigation:** GAME ZONE, MISSIONS, LEADERBOARD, MY WINS, COMMUNITY.
- MY PERFORMANCE (This Month):**

Metric	Current Value	Target	Points
Retention Rate	899/900	50	Pts
AHT	2500/3000	50	Pts
Revenue per call	100/2000	50	Pts
FCR Rate	800/1200	50	Pts
Create a knowledge contribution	0/120	0	Pts
- Game Zone:** A racing game titled 'Weekly Car Race' with 'My Race' and 'Team Race' options. The game shows a track with a finish line, a trophy, and several cars with leaderboards: '1st Co. LEADER' (1,850 pts), '2nd TEAM LEADER' (930 pts), '3rd MY TARGET' (700 pts), '4th MY CAR' (525 pts), and '5th LAST MONTH' (500 pts).
- Next Best Action:** Retention Rate % Self service trivia (Trivia) with a 'VIEW ALL MISSIONS' button.
- Leaderboard:** Sharon Moreno, Classic Endurance, 715 Pts, with a 'VIEW LEADERBOARD' button.
- My Wins:** 50% monthly Saves badge with a message: 'Awesome! You've achieved 50% of your Save units monthly target by J...' and a 'VIEW ALL MY WINS' button.

Learning and training activities

Real-time Performance KPIs

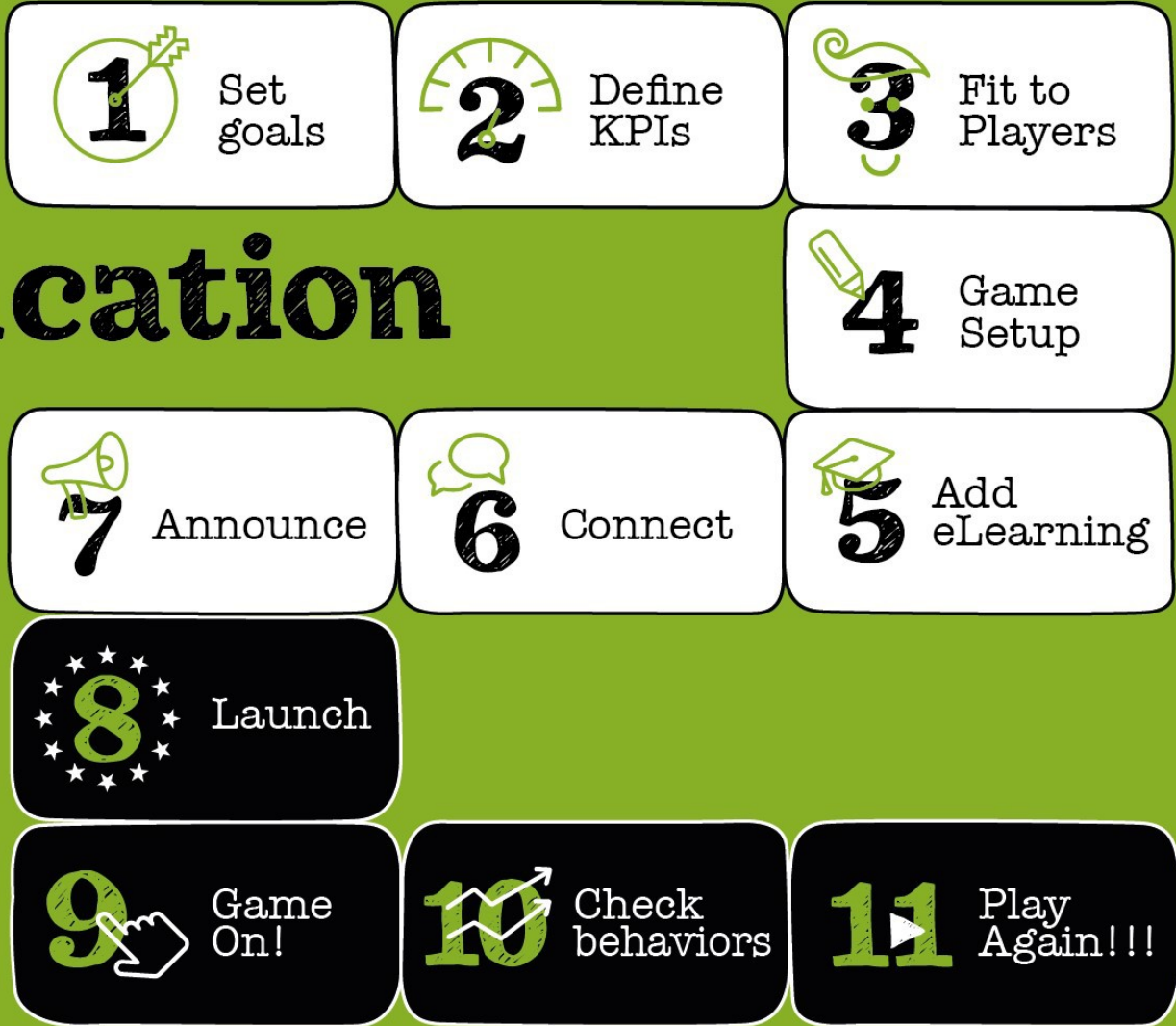
Next Best Action

Social Feeds

Game Narrative

Leaderboards and badges

How Gamification Works



USING NARRATIVES TO DRIVE PERFORMANCE



CITY
Learning &
onboarding



SCAVENGER
Knowledge & train

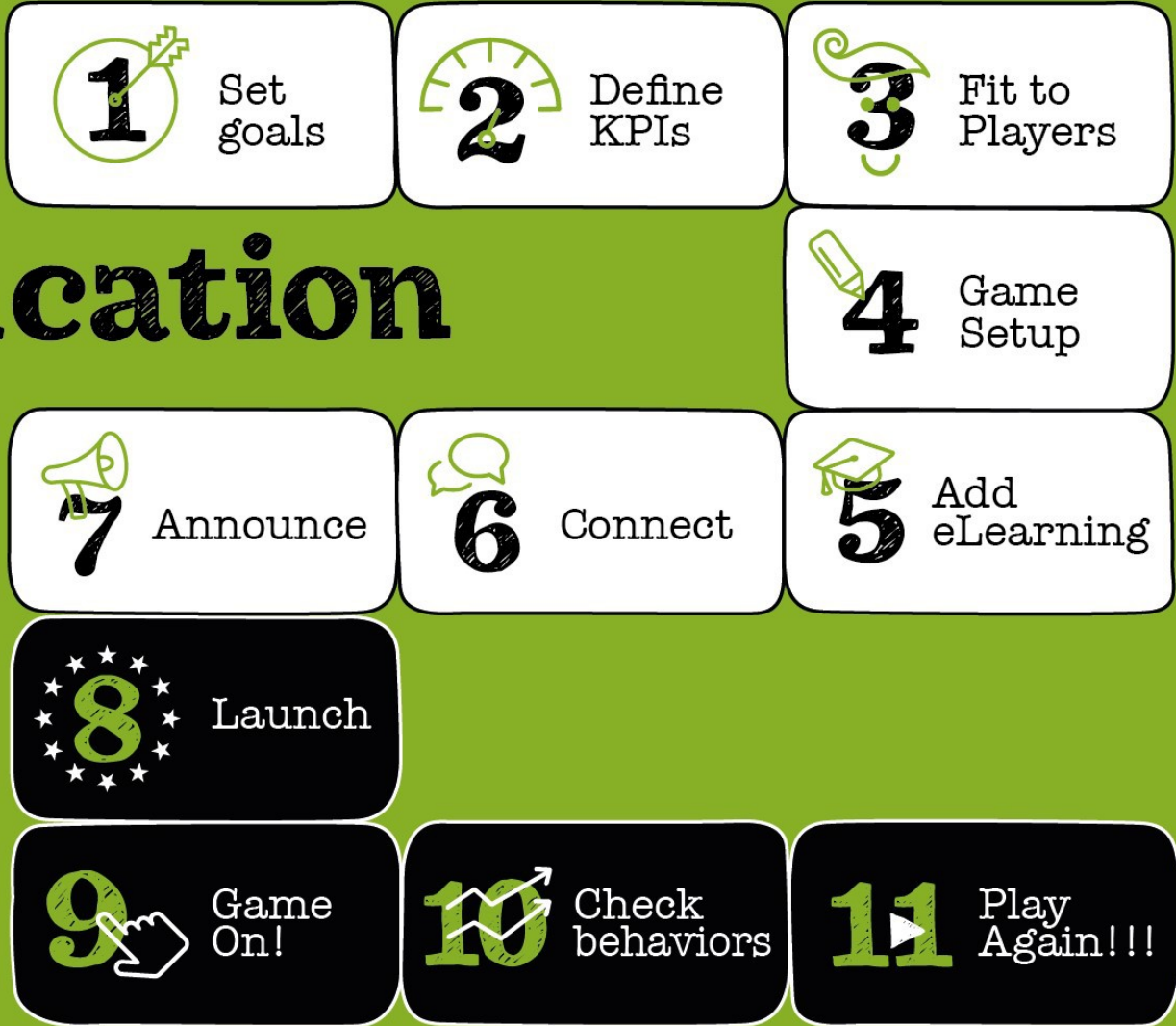


**GLOBAL
EXPLORER**
Learning



RACE
Performance

How Gamification Works



EVENT BASED MICRO LEARNING & COACHING

22 Sec

How do I manage my account?

- Contact the call center
- Contact my local agent
- Self-service website
- All of the above

1/3 YOUR SCORE 0

SUBMIT

Detailed description: This is a screenshot of a micro-learning quiz. On the left, a man in a suit stands behind a podium. The quiz question is 'How do I manage my account?'. There are four multiple-choice options: 'Contact the call center', 'Contact my local agent', 'Self-service website', and 'All of the above'. The 'Self-service website' option is selected, indicated by a green checkmark. A score of 0 is shown in a purple box with stars. A 'SUBMIT' button is at the bottom right. A timer shows '22 Sec'.

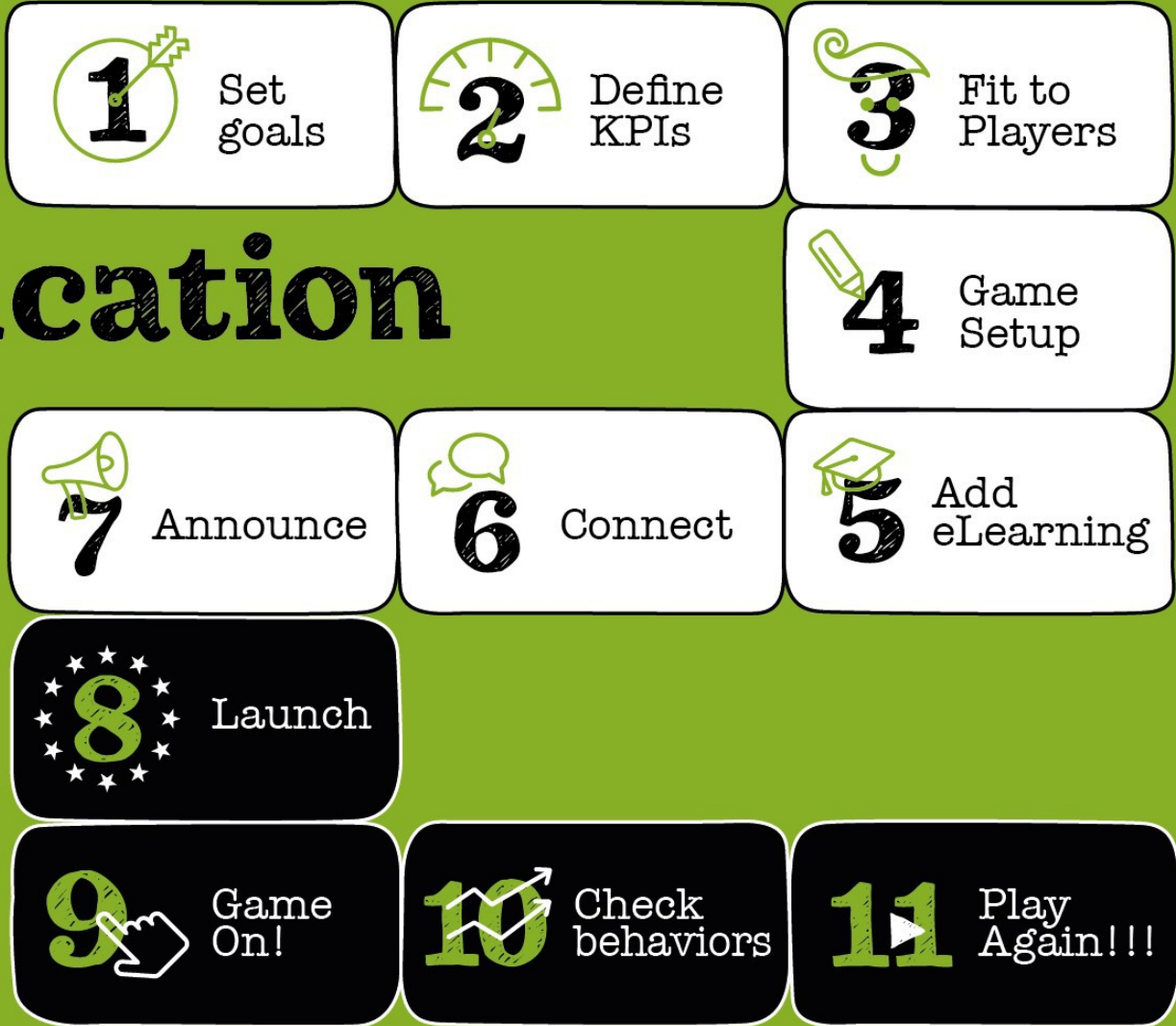
I'm calling to cancel my service. Our company has decided to Switch to a different vendor.

Unhappy

- I'm sorry to hear that. Was there any particular reason you decided that our services no longer fit your needs?
- Ok. I'll be happy to assist you with the cancellation.

Detailed description: This is a screenshot of a customer service scenario. A woman with red hair, wearing a black blazer, looks sad and has her hand to her face. A speech bubble from her says, 'I'm calling to cancel my service. Our company has decided to Switch to a different vendor.' Below her, there are two response options for a customer service agent. The first option is 'I'm sorry to hear that. Was there any particular reason you decided that our services no longer fit your needs?' and the second is 'Ok. I'll be happy to assist you with the cancellation.' An 'Unhappy' status indicator with a sad face icon is on the right.

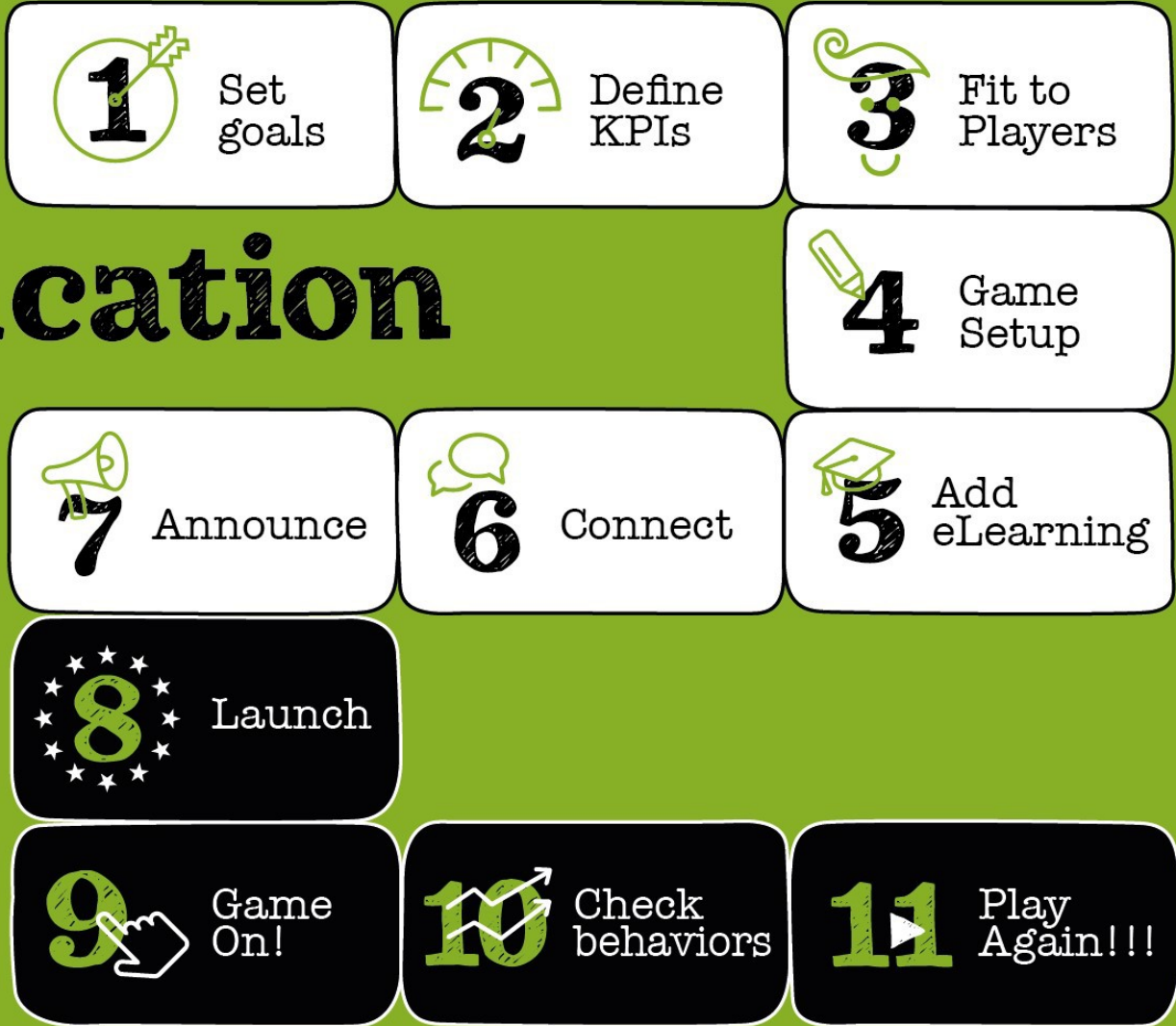
How Gamification Works



INTEGRATING WITH ENTERPRISE APPS: A “WEARABLE”



How Gamification Works



USING COMPETITION TO DRIVE PERFORMANCE



How Gamification Works



1 Set goals

2 Define KPIs

3 Fit to Players

4 Game Setup

7 Announce

6 Connect

5 Add eLearning

8 Launch

9 Game On!

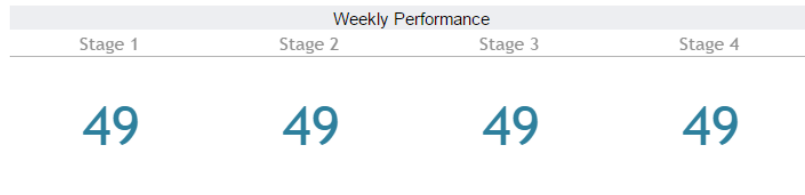
10 Check behaviors

11 Play Again!!!

MEASUREMENT & ANALYTICS

GamEffective Analytics

Weekly engagement analysis | **Weekly performance analysis** | User completion rate by team



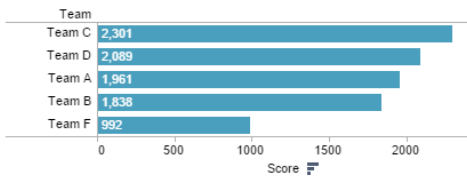
- Team**
- (All)
 - Team A
 - Team B
 - Team C
 - Team D
 - Team E
 - Team F

- Site**
- (All)
 - Australia
 - Singapore

- Activity Group**
- (All)
 - Stage 1
 - Stage 2
 - Stage 3
 - Stage 4

- Team**
- Team A
 - Team B
 - Team C
 - Team D
 - Team E
 - Team F

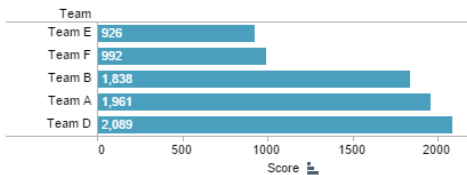
Top Teams by Score



Team Distribution



Bottom Teams by Score



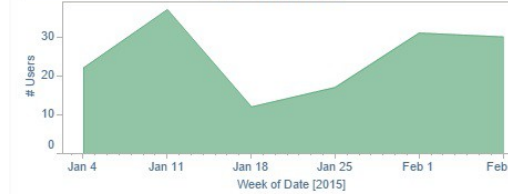
GamEffective Analytics

Weekly engagement analysis | **Weekly performance analysis** | User completion rate by team

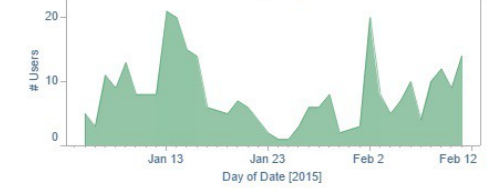
Measure Names



Users Weekly Login



Users Daily Login



User Engagement Trend



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**Make
everyone
a hero.**

Demo

game_≡ffective

