



# Gamification

Integrate game design elements into business systems and processes. Leverage game psychology and user data to shape behaviour and motivate action. Engage employees, partners and customers.

Gamification is the application of game design elements (components, mechanics and dynamics) to non-game or real-life activities. In a business context, it's about integrating the elements of game design into digital and physical business systems and processes. Ultimately, gamification is about using and analysing data to move behaviour.

## How gamification works

Gamification appeals to our intrinsic human desires for personal achievement, social status, self-expression, community, closure and competition. It works by creating a 'game-like' user experience that generates 'player-like' engagement with the business task at hand.



### Strengthen sales and channel performance

Stimulate the competitive drive to win by gamifying sales activities such as product training, cold calling, cross-selling and hitting targets



### Improve operational staff efficiency

Integrate gamification elements into enterprise systems such as claims processing, stock management or financial database management



### Create a learning culture

Gamify your learning management system and focus the onboarding process, whilst improving information retention



### Leverage real-time data analytics

Collect and analyse real-time data to instantly fine tune customer marketing, motivate employee performance and drive on-going engagement



### Drive contact centre performance

Keep agents engaged and focused on driving key metrics and delivering better customer service with gamified systems providing immediate, transparent feedback on performance



### Build online customer relationships

Gamify web interactions such as posting photos, creating content and answering questions. Map the dyadic relationships in an organisation via a social graph and deliver a deeper analytical set based on reputation



### Speed-up onboarding

Kick-start new employee productivity by setting goals and clarifying performance expectations right up front

## The integration process

Tight information loops and constant data analysis drive the integration of gamification into existing business systems. The process works in four phases.

# 1

### Research and Analysis

We commit to deep research (qualitative and quantitative), to define the specific behaviours that need to be addressed, segment participants and establish performance metrics. Analysis informs gamification design

# 2

### Design

Gamification elements are selected and combined to elicit defined behaviour and drive on-going engagement with the business task

# 3

### Implementation

Design is executed and integrated into existing business systems

# 4

### Monitoring

Behavioural data and associated analytics are closely monitored so the system can be seamlessly and immediately adjusted for optimal performance

## Why Achievement Awards Group

### 30+ years of experience

delivering end-to-end human performance improvement solutions

### Comprehensive gamification design,

development, support and data analysis

### Strategy and design

based on unique business needs and user profiles

### Diverse gamification mechanics

go far beyond points, badges and leaderboards

## Food for thought

"Gamification is about rethinking motivation in a world where we are more often connected digitally than physically. It is about building motivation into a digitally connected world. And we are just getting started in this journey. Gamification will continue to develop for many years to come." Brian Burke, Research Vice President, Gartner

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