



# What is gamification?

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Engage • Motivate • Reward

Around the world, people spend 3 billion hours a week playing computer and video games. Call it infatuation, obsession, or addiction, but what game designers have clearly got right is a formula for passionate engagement. Businesses have taken note.

Gamification is the application of game design principles and mechanics to non-game, or real-life activities. Applied in business, it's about leveraging the psychological appeal of games and the power of data analytics to shape behaviour, motivate action and build constructive relationships with your customers, employees and partners.

Gamification is not about turning work into a game — it's about integrating game design elements into business systems and processes to create a game-like experience that drives player-like engagement with your business.

## The language of games

Gamification uses the elements of game design to reframe the way people interact with your business. Certain game components, mechanics and dynamics feature prominently in gamified activities.

## Mechanics and dynamics

Mechanics and dynamics are closely intertwined game design elements that work together to create a participant's overall experience of the game.

Mechanics are basically the 'moving parts' that keep the action flowing and motivate participation in the game. Here are just a few examples of the most commonly used game mechanics:

- **Quests** — Need to meet specific goals before moving on
- **Community play** — Achieve community goals and share rewards
- **Learning / training** — Demonstrate some form of mastery or specific knowledge
- **Performance feedback** — Tells participants where they stand in relation to meeting their own objectives and how they rate against others

While game mechanics make an activity challenging and fun, game dynamics form the narrative that gives the activity context and meaning. Dynamics are the intrinsic human needs satisfied by interacting with the gamified activity.

### Game design Gamification design

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#### What's the difference?

##### **Game design is about creating fun**

The objective is creating a fun, entertaining and engaging player experience, sometimes designed for mass market appeal. The starting point in game design is usually the dynamics and mechanics - the elements that make up the game. The audience is found through marketing.

##### **Gamification design is about modifying behaviour**

The objective is creating an engaging experience that modifies the behaviour of a defined participant group. The starting point in gamification design is identifying participant behaviours and selecting game mechanics and dynamics that will most effectively modify those behaviours.

## The intrinsic appeal of games

Marbles, Monopoly and Plants vs Zombies have a lot in common. Games of all varieties appeal to our intrinsic desires for personal achievement, social status, community, closure, and of course, competition. From a psychological perspective — these are basic human drives and games offer a probable conduit for fulfilling them through fantasy. Gamification often simply shifts the focus from fantasy quests to real-life goals, like meeting sales targets or mastering new software. Same principle, different objectives.

## Game psychology meets digital technology

Gamification, as a concept, is not new. Long before the digital age, academic educators and corporate trainers were using game-like elements (in analogue form) to stimulate engagement and active participation in the learning process. But as a practice, particularly in a corporate environment, gamification has taken on distinctly digital overtones: credit the appeal and availability of games across the internet for this. The technology that powers basic business functions has enabled and unleashed the real superpowers of gamification — the data.

## Data drives gamification

Data is the DNA of gamification. It's the information that defines campaign objectives, sets user goals, tracks their interaction (with enterprise systems) and generates the feedback loop of information that drives the tweaking necessary for ongoing participation with the gamified process. Importantly, user feedback is instant, which is vital to reinforcing a change in behaviour. The ultimate output is a gold mine of dynamic data, ripe for constant analysis and current action across the spectrum of business activities.

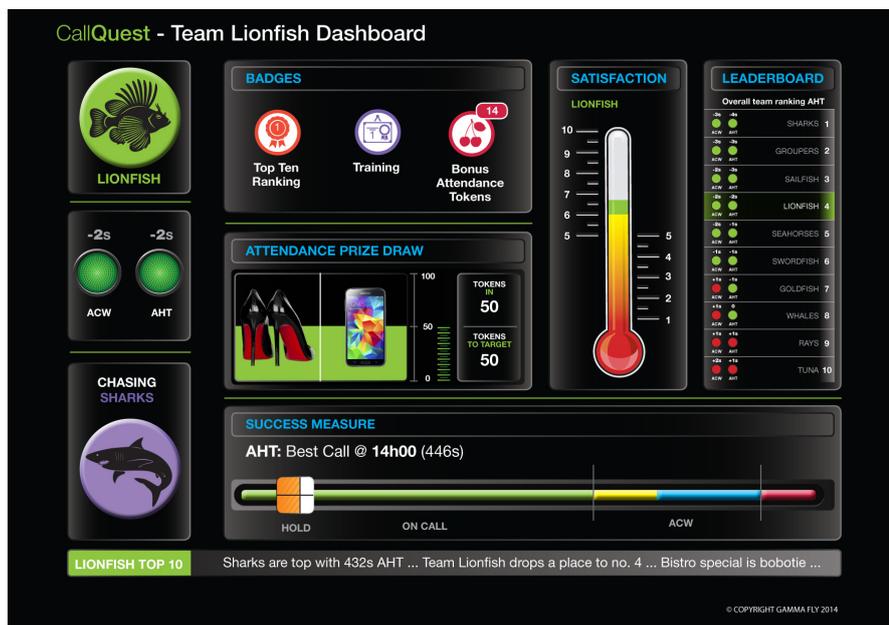
### Facts & figures

Market spend on gamification solutions is estimated to reach \$2.8 billion in the US by 2016. (M2 Research)

>63% of American and British adults agree that making everyday activities more like a game would make them more fun and rewarding. (JW Intelligence)

>51% of American and British adults agree that if a layer of competition were added to everyday activities, they'd be more likely to keep closer watch of their behaviour in those areas. (JW Intelligence)

>Vendors claim that Gamification can lead to a 100-150% uptake in engagement metrics including unique views, page views, community activities and time on site. (M2 Research)



## Gamification drives value

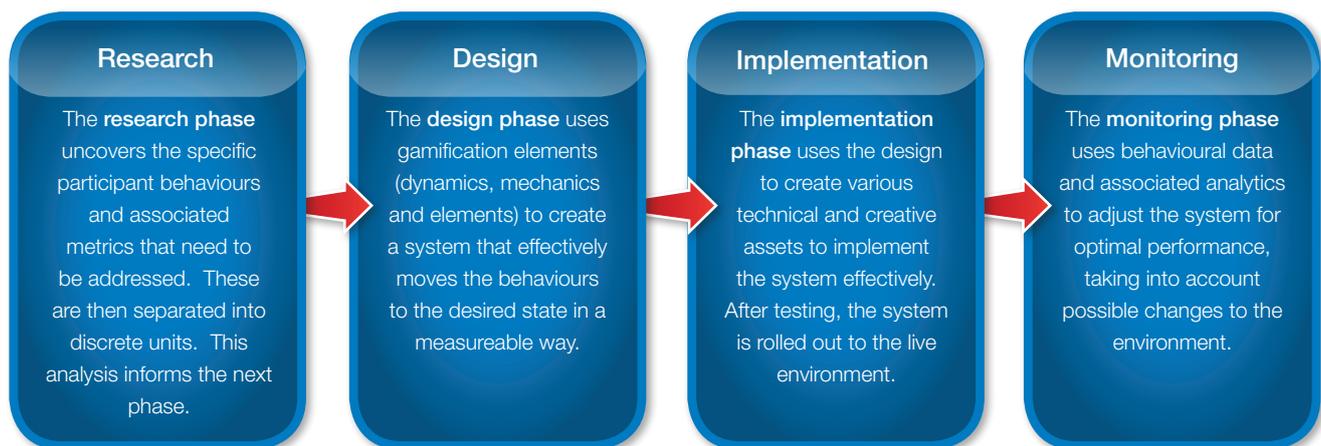
The purpose of gamification is to enhance the way people interact with your business. It's an accelerant that integrates with core business activities — rather than an end in itself — and it's not a fix for what's not working. If your call centre is under-staffed and your consultants are under-skilled, gamifying operations won't necessarily solve your human resource problems. The key is understanding your participants and focusing on the key behaviours that you want to reinforce. Only then can you properly monitor the behaviours of all participants and entrench a deeper and enhanced relationship with them.

Gamification can be integrated into a vast array of systems and processes to motivate action, change behaviours and entrench the engagement that adds real value to your business. These are just a few examples:

- Drive sales and channel performance with leaderboards, progress bars and dashboards (personal and team)
- Increase customer interaction with your website by gamifying actions like watching videos, reading articles or writing product reviews
- Enhance service excellence in your contact centre with gamified real-time performance monitoring and feedback
- Enrich your loyalty program with competitions, challenges and game elements that support deeper customer engagement
- Encourage employee training and development by integrating game elements into your existing learning platform

### How to start

Achievement Awards Group approaches gamification from a data perspective; relying on data management and constant analysis to unlock, identify and extend a gamification strategy. Our integration process is broken down into distinct phases:



Achievement Awards Group employs a simple, yet highly effective process to ensure a tight information loop. Behavioural data is live and dynamic and constantly feeds the strategic imperative of a client program.

# Bios

## Achievement Awards Group

Established in 1981, Achievement Awards Group develops and operates employee recognition programs, sales incentives and customer loyalty programs. Over the past 35 years we've helped hundreds of companies improve business performance, and ultimately profitability, by leveraging relationships with employees, sales partners and customers.

Our programs are tailor-made, based in behavioural theory and designed to international best practice with the cultural nuances of emerging market environments. Our solutions are comprehensive: research and analysis, program design and management, reward procurement, group incentive travel, fulfilment and detailed reporting.

## John Gevisser

John has over 20 years of commercial experience with leading game development businesses including Sega, Microgaming and BetStone (which he founded). He has successfully developed and sold over 120 games and management suites across geographies and platforms. John has an Honours degree in Political Science and a Bachelor of Social Science degree in Political Science and Economic History (University of Cape Town).

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