

GAMIFICATION



iGaming



Mobile Gaming



Social Games



e-Learning Games

DRIVING
BUSINESS
VALUES IN A
REWARDING
MANNER

WHY IS GAMIFICATION RELEVANT

As businesses grow, the challenge to distribute business relevant information internally between individuals and departmental groups gets ever more challenging. This business relevant information may range from company policy and compliance to product and business strategy.

Often, mandatory information in the form of training to enable the business to trade, including measured policy and compliance directives is addressed in a timely manner. However, information and training around the business and product strategy often gets left behind, typically to weekly, monthly and sometimes quarterly meetings. While this is problematic for non-frontline staff, this can be potentially catastrophic for front line sales.

However Gamification offers a potential solution to this problem, through having a strategized up to date information source presented in a gaming manner that is engaging and immersive to users and groups. The Gamification element can address the business needs on several levels, where knowledge can be measured at managerial level, users can learn while playing the game, and also be pitted against each other in the real world.

WHAT DOES GAMIFICATION ADDRESS

Gamification of product and service offerings at its simplest level aims to address information distribution challenges in the workplace by driving business values, strategy, and product strategy in a manner that is fun and challenging for users and groups.

Gamification offers an alternate approach to business IT, and encourages game thinking to deliver information. Information of direct relevance to the end user is presented in a gaming manner, where the user progress through series of structured levels, with rewards available at the end of each level.

While engaging to the user, this methodology offers a fun way of structured learning, within defined rules, strategic goals, with a real world outcome. In parallel, this also offers a method of measuring knowledge both within a functional group and in other departmental groups.

HOW DOES IT BENEFIT MY BUSINESS?

The business has the potential to benefit on multiple levels. From the individual's perspective, this drives a greater level of understanding, while avoiding the boredom of going through many information repositories, looking for the latest information.

From the business perspective, there is measurable data generated from the game, allowing managers to understand what level of understanding the user has. In addition, it also highlights correlations in misconception around what is considered standard information within the business.

When Gamification is employed to enhance the business, there are also options of a multi-player element to enable users and groups to play against each other in the real world. For example, two sales teams focusing on alternate strategies will go through a series of exercises, which involve learning, targeting customer business, and beating the

opponent through a number of agreed metrics.

HOW DOES IT BENEFIT THE USER?

There are measured benefits to the user when Gamification is employed. Both business and product strategy can be greatly enhanced, from an individual and group perspective. Any changes of information are immediately and consistently distributed between all users and departmental groups, offering the most up to date information available. This has the knock on effect of enabling the user to be able to better position the business and products to customers.

POTENTIAL IMPACTS OF NOT TAKING A GAMIFICATION STRATEGY

Information distribution, which is delivered in a non-engaging manner, be it at intra departmental level, relating to company or product strategy or, general awareness potentially has a negative impact in the business. This often results in duplication of work, or in some instances results in incorrect and out of date information being presented to customers. When considering the frontline sales force, this has a further negative impact in that knowledge levels for sales related individuals are inconsistent and often incomplete, potentially having a negative affect on affect sales.

A potential solution to this could be central repositories and required training materials, for users and groups to wade through. However, this route is often ineffective due to the individuals either not having the time, or mental capacity to continually refer back to the task of going through information.

Gamification drives the desire to win, and therefore offers significant benefits over willpower alone.


GATEWAY TECHNOLABS GAMIFICATION OFFERING

Consultancy and IT deployment services to enable the following:

- Gamification at all levels of personnel right through the business
- Integration into business tools information repositories, Customer relation management and enterprise resource planning tools
- Scoring mechanisms can be business defined, including real world commercial values
- Offers league tables, high scores, best improved, consistent performers and any other metric measurable
- Enablement of the business to drive profitability through ensuring that strategic elements that are profitable to the business are being sold

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