GRAVITY INNOVATION LABS

WHAT IS GAMIFICATION

Gamification in the enterprise is the integration of game mechanics into a non-game scenario. It is used as a strategy for influencing and motivating the behavior of people, whether they are customers, employees or stakeholders.

Gamification inspires and motivates people into performing results-oriented activities

The concept of gamification acts as an encouragement for users to participate and solve critical problems in enterprise applications

Gamification is the use of game design techniques and game mechanics to solve problems and engage audiences.

BENEFITS OF GAMIFICATION

1. Collect Powerful Customer Data

Most gamification platforms require users to log in with a valid email address or social media credentials. From that point on, your company is able to gather data on that person and see what they do on your website.

2. Crowdsourcing Helps You Solve Complex Business Problems

Gamification can be an avenue to crowdsourcing if the company uses customer feedback from games and applies it to a business issue it is trying to solve.

3. Gamification Can Be an Educational Tool

Gamification is a creative and useful way to introduce customers to a new product you may be launching. Similar to giving a free trial of your product, you can let users test out your product in the form of a game designed to teach them how to use it.

4. Gamification Offers a Way to Give Back to the Community

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5. Stay Relevant With Your Customers

Gamification can help you remind your customers that you are present and engaged with them.

6. Influence

Influence can be instantaneous if you have built Gamification content that you can push to players instantly to give them some offer, challenge etc. Keep in mind, influence should not always be considered a bad thing.

CONCEPTS OF GAMIFICATION APPLIED IN :

1. Transformation

Creating simulations of the new work procedure can help employees get used to the new application before adopting it in real time.

It helps drive continuous usage over time so employees form new behaviors and ingrain the application's usage into their daily work.

To maintain Data Accuracy, gamification ensures information is entered and updated into the new application regularly.

2. Recruitment

Brands that are choosing to use gamification are obtaining higher levels of retention and building bigger online communities. It's serving the common purpose of engagement and generating better user experiences.

One of the key advantages of using gamification in recruitment relies on the fact that not only will candidates be coming back regularly to interact with your brand, but they will be acting as advocates for your brand.

Although gamification is a relatively new concept for the recruitment industry, it has been implemented to great success in the advertising world for a few years now. Gamification is being integrated into advertising campaigns, globally; encouraging brand engagement and facilitating great results.

3. Training and Development

Training can be seen as a activity of disinterest , no matter how important. Adding gamification, which is by nature a fun and addictive activity, can make training more engaging and fruitful

Make sure those employees know what is expected and have the tools, resources, and support required to do what they need to do at each step of those most impactful aspects.

For each employee, figure out what aspects of your training have the most impact.