


**Educational Event**  
Spring 2015

Taking IG to the next level



**Gamification Techniques: Increasing User Adoption and Creating Loyalty**  
Laurie Carpenter, CRM, IGP

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## Learning Objectives

Upon completion of this session, participants will be able to:

1. Describe current, proven gamification methods
2. Summarize your options and opportunities for incorporating gamification techniques into your training program
3. Identify ways to use gamification techniques to build program loyalty



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## What is Gamification?

oGamification is the use of game thinking and game mechanics in non-game contexts to engage users in solving problems  
<http://en.wikipedia.org/wiki/Gamification>

o Gamification: the process of adding games or gamelike elements to something (as a task) so as to encourage participation <http://www.merriam-webster.com/dictionary/gamification>

•Sub bullet



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## The Gamification Buzz

- oMedia hype: Forbes, CIO Magazine, Information Week, Gartner
- oAccording to Gartner in 2013, gamification was near the peak of the "hype cycle"; 80% of gamified applications may fail to meet business objectives



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## What is in a Gamified Solution?

- oBadges
- oLevels
- oProgress bars
- oLeaderboards
- oRecognition
- o"Social currencies"
- oRewards



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## Why Should We Care?

- oBusiness improvements
- oCost savings
- oConnect with what is important to new workforce
  - Work/life balance
  - Mobile devices and tablets
  - 24/7 availability
  - Melding of personal and professional lives



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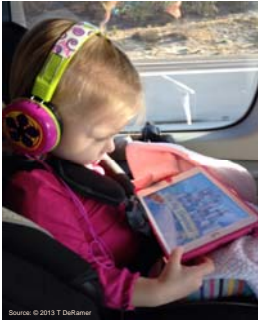
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## Is the World Moving too Slow??



Source: © 2013 T DeFamer



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## Types of Gamers



Source: Microsoft City Act



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## Types of Gamers

- o4 types (Richard Bartle)
- o7 types (Jon Radoff)
- o6, 8, 10, 32 types (various Internet sites)
- oKey: *"Players are not always the same. Their roles and motivations change throughout the player's journey..."* (Radoff)
- oWhy is motivation important?



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### Motivations for Gaming

Recognition Access Improve Control  
Status Power Achieve Make a difference  
Social capital Skills Self-esteem  
Stuff Fun

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### Motivational Theories

o 11 psychological needs can be met through gaming (Shoshannah Tekofsky)

- Rewards: achievement, satisfaction, recognition
- Accomplished through: competition, cooperation, caring

o Intrinsic motivations drive action without external rewards or punishment (Diane Reese, J.S. Bruner)

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### What CAN Gamification Do?

o In theory, a gamification initiative can combine both extrinsic and intrinsic motivators

- Rewards like badges, stuff
- Meet people's basic needs for achievement, recognition, and satisfaction

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### What CAN Gamification Do?

- o Create "currencies" for motivating people
  - Self-esteem
  - Fun
  - Stuff
  - Social capital




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### Why do Gamified Solutions Fail?

- o Not planned well
- o Gamification added for fun
- o Implemented it because "everyone's doing it"
- o It's silly
- o Assume everyone has same motivation for gaming




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### Why Should We Care?




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## Set Up for Success

oWhat is the purpose?

- Veiled learning
- Engagement
- Solve problems
- Community

ols this for a new initiative or for something that's already in place?

- Adoption vs. ongoing loyalty



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## Align Goals

oLook at goals first. Business and employee – is gamification a good fit?



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## Align Goals

oTie gamification efforts to strategic business goals

- Example strategic goal: Respond to customers promptly
  - Department goal: Respond to customer queries within 72 hours
  - Gamification effort: Reward employees for communicating with each other, contributing to online knowledge base, responding to customers



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## Align Goals – User

oTie gamification to user goals

- What does the user hope to get out of it?
- Example user goal: Become an x-system super user by end of year
- Gamification effort: Use gamification to teach user how to use the system.
- Rewards: earn badges, reach level 10 by end of year
- Put the goal on the employee's annual performance goals. Frame it in terms of gamification rewards



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## Standard Loyalty Programs

oRely on extrinsic motivators

- Buy 10, get one free
- Reward points / miles
- Cash back
- Free stuff



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## Standard Loyalty Programs

oWhat is the customer loyal to?

- The company?
- Loyal by force (only game in town)?
- The rewards?

oWhat happens when the rewards are removed or a competitor opens up?



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## Gamification Solutions – IT

- oNumber of different products that offer gamification elements
- Badges
- Leaderboards
- Progress bars
- Interface with social tools in the enterprise




Status Level: Freshman (25 points)  
 Status Level: Junior (313 points)  
 Status Level: Community Manager (3,254 points)




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## Solution Considerations

- oDoes the solution offer customized rewards?
- oCan different use cases have different rewards or is it one system for the enterprise?





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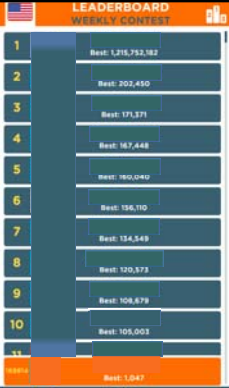
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## Considerations

Leaderboards: help or hurt?

- oWhat if you rank 169,814 on the leaderboard?
- oWhat if it only shows your 6 nearest competitors or your next goals?



Rank	Best Score
1	1,216,792,182
2	202,430
3	171,371
4	167,448
5	160,040
6	156,110
7	134,549
8	120,573
9	109,679
10	105,002
11	104,700
12	104,700
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100	104,700




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## Progress Bars – What’s the Purpose?

Profile Strength Expert      Profile Strength All-Star

Getting Started  
80%  
Follow your coworkers

Let's get started!  
Here are some things we'll be covering:

- 1 Experience ✓
- 2 Education
- 3 Languages

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## Non-solution Dependent

- oCrowdsourcing
  - Process of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community... (Wikipedia)
  - Use crowdsourcing as a way to solve problems

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## Non-Solution Dependent

- oVeiled learning
  - Disguise learning as fun
  - Use internal social media tools to conduct a contest

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## Application for RIM & IG?

- oWhat are your goals for the program?
- oDo we need a gamified solution if we're the only game in town? (true loyalty vs. forced)
- oSee if there are gamification tools already implemented or planned in the organization
- oIf no tools in place and there's no budget, look to non-solution based options




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## Ideas for Gamification




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## Use Case: New Software

- oBusiness goal: *Reduce legacy data and decrease shared-drive storage costs*
- oRIM/IG goal: *Empower RIM coordinators to serve their departments as super users*
- oGamification effort:
  - Points for attending training, sharing with others, posting reviews, comments
  - With tool: automatic levels, badges, leaderboards
  - Without tool: track levels, e-mail badges (points for including badges in e-mails and online), leaderboards on RIM intranet site




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## Use Case: Coordinator Engagement

oRIM/IG department goal: *Increase department coordinator engagement through increased knowledge and communication with other coordinators*

oCoordinator goal: *Reach level 10 by year end*

oGamification effort: *Create ongoing loyalty rewards*

- Use internal social media tools or RIM intranet
- Create accomplishment levels designed for initial intake and long-term



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## Use Case: Coordinator Engagement

- Points for activities
  - Timely completion of compliance activities
  - Coordinator-generated tip of the week
  - Department spotlight
  - Holding educational sessions
  - Attaining certifications
- Recognition of accomplishments
- Rewards for branching into new areas



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## Use Case: Process Improvements

oCrowdsourcing

- Business goal: Reduce costs
- Department goal: Reduce costs and speed up process to destroy boxes
- Gamification effort: Contest to coordinators to redesign destruction approval process
  - Points for ideas
  - "Judges" pick top 5
  - Coordinators vote for winner
  - Reward for winning idea: Prize, small bonus, or notation on employee's performance review



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## Use Case: Loyalty via Learning

oVeiled learning

- Strategic goal: *Protect company and customer data*
- Department goal: *Provide a method for increasing IG coordinator's knowledge of information security*
- Gamification effort: Employee-created smartphone videos to promote information security



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## Use Case: Loyalty via Learning

- Post on company social media or intranet
- Points for commenting on submissions
- Promote outside of coordinator community
- Users vote for fan favorites
- Rewards: recognition



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## Gamification – Light

oIncorporate basic gaming techniques into general training

- Trivia contest – pre-meeting, announce winners at sessions
- Polling for online meetings
- Assign roles to attendees (stay in roles for duration)
- Team-based interactive activities (knowledge quests)



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## Gamification – Light

- o Incorporate basic gaming techniques into general training
  - Trivia contest – pre-meeting, announce winners at sessions
  - Polling for online meetings
  - Assign roles to attendees (stay in roles for duration)
  - Team-based interactive activities (knowledge quests)
- o Offer prizes, rewards, recognition at session




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## It's Your Turn!

- XGO company (1,000 employees) has a fairly mature IG program – started 4 years ago. It has a corporate IG Manager.
- o 35 department coordinators responsible for department compliance (in addition to “regular” job)
  - o Good paper compliance
  - o Electronic compliance moving slowly, but various department efforts underway.
  - o Enthusiasm for IG somewhat stagnated




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## Your Turn! Scenarios

4 Scenarios- groups designed solutions

1. Gamification Light – Terminology and Basics
2. Gamification Light – Using Judgment
3. Crowdsourcing using Gamification
4. Levels and Rewards with Gamification




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## Results



Winning Ideas



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## Summary

- oGamification is a complex business
- oCan be successful if implemented successfully
- oPLAN! communicate, communicate, reward
- oCan be done with or without special tools



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## Resources

*Note: some links might be to vendor websites, but this session doesn't promote a specific vendor or solution*

- oGabe Zichermann – free online videos, author  
<http://www.gamification.co/gabe-zichermann/>
- oOn-demand Gamification webinars  
<http://www.jivesoftware.com/why-jive/resources/on-demand-webcasts/>
- oOnline articles – Gamification CIO Magazine  
[http://www.cio.com.au/article/539654/gamification\\_new\\_game\\_changer/](http://www.cio.com.au/article/539654/gamification_new_game_changer/)



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## Questions?

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