Educational Event

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Gamification Techniques: Increasing User Adoption and Creating Loyalty

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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
What is Gamification?


- 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](http://www.merriam-webster.com/dictionary/gamification)
The Gamification Buzz

- Media hype: Forbes, CIO Magazine, Information Week, Gartner

- According to Gartner in 2013, gamification was near the peak of the “hype cycle”; 80% of gamified applications may fail to meet business objectives
What is in a Gamified Solution?

- Badges
- Levels
- Progress bars
- Leaderboards
- Recognition
- "Social currencies"
- Rewards
Why Should We Care?

- Business improvements
- Cost savings
- Connect with what is important to new workforce
  - Work/life balance
  - Mobile devices and tablets
  - 24/7 availability
  - Melding of personal and professional lives
Is the World Moving too Slow??

Source: © 2013 T DeRamer
Types of Gamers

Source: Microsoft Clip Art
Types of Gamers

- 4 types (Richard Bartle)
- 7 types (Jon Radoff)
- 6, 8, 10, 32 types (various Internet sites)

Key: “Players are not always the same. Their roles and motivations change throughout the player’s journey…” (Radoff)

Why is motivation important?
Motivations for Gaming

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

- Psychological needs can be met through gaming (Shoshannah Tekofsky)
  - Rewards: achievement, satisfaction, recognition
  - Accomplished through: competition, cooperation, caring

- Intrinsic motivations drive action without external rewards or punishment (Diane Reese, J.S. Bruner)
What CAN Gamification Do?

- 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
What CAN Gamification Do?

- Create “currencies” for motivating people
  - Self-esteem
  - Fun
  - Stuff
  - Social capital
Why do Gamified Solutions Fail?

- Not planned well
- Gamification added for fun
- Implemented it because “everyone’s doing it”
- It’s silly
- Assume everyone has same motivation for gaming
Why Should We Care?

Motivations

Types of players

Desired behaviors

Desired outcome

Best Solution
Set Up for Success

- What is the purpose?
  - Veiled learning
  - Engagement
  - Solve problems
  - Community

- Is this for a new initiative or for something that’s already in place?
  - Adoption vs. ongoing loyalty
Align Goals

- Look at goals first. Business and employee - is gamification a good fit?
Align Goals

- Tie 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
Align Goals - User

- Tie 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
Standard Loyalty Programs

- Rely on extrinsic motivators
  - Buy 10, get one free
  - Reward points / miles
  - Cash back
  - Free stuff
Standard Loyalty Programs

○ What is the customer loyal to?
  • The company?
  • Loyal by force (only game in town)?
  • The rewards?

○ What happens when the rewards are removed or a competitor opens up?
Gamification Solutions - IT

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

Getting Started

- Follow your colleagues

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

- Does the solution offer customized rewards?
- Can different use cases have different rewards or is it one system for the enterprise?
Considerations

Leaderboards: help or hurt?

- What if you rank 169,814 on the leaderboard?

- What if it only shows your 6 nearest competitors or your next goals?
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
Non-solution Dependent

- Crowdsourcing
  - 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
Non-Solution Dependent

- Veiled learning
  - Disguise learning as fun
  - Use internal social media tools to conduct a contest
Application for RIM & IG?

- What are your goals for the program?
- Do we need a gamified solution if we’re the only game in town? (true loyalty vs. forced)
- See if there are gamification tools already implemented or planned in the organization
- If no tools in place and there’s no budget, look to non-solution based options
Ideas for Gamification
Use Case: New Software

- Business goal: Reduce legacy data and decrease shared-drive storage costs

- RIM/IG goal: Empower RIM coordinators to serve their departments as super users

- Gamification 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
Use Case: Coordinator Engagement

- **RIM/IG department goal:** Increase department coordinator engagement through increased knowledge and communication with other coordinators
- **Coordinator goal:** Reach level 10 by year end
- **Gamification effort:** Create ongoing loyalty rewards
  - Use internal social media tools or RIM intranet
  - Create accomplishment levels designed for initial intake and long-term
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
Use Case: Process Improvements

- Crowdsourcing

- 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
Use Case: Loyalty via Learning

- Veiled 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
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
Gamification – Light

- 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)
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  - Team-based interactive activities (knowledge quests)
- Offer prizes, rewards, recognition at session
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.
- 35 department coordinators responsible for department compliance (in addition to “regular” job)
- Good paper compliance
- Electronic compliance moving slowly, but various department efforts underway.
- Enthusiasm for IG somewhat stagnated
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
Results

Winning Ideas
Summary

- Gamification is a complex business
- Can be successful if implemented successfully
- PLAN! communicate, communicate, reward
- Can be done with or without special tools
Resources

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

- Gabe Zichermann – free online videos, author
  http://www.gamification.co/gabe-zichermann/
- On-demand Gamification webinars
- Online articles – Gamification CIO Magazine
Questions?

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