



Enterprise Gamification

Strategies for Competitive Advantage

Our Team

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Presentation Agenda

Introduction to Gamification

Gamification for Competitive Advantage

Case Studies

Challenges, Risks and Future Trends



Introduction

A close-up photograph of a board game board. The central focus is a blue circular space with the word "START" written in black capital letters. A white arrow points from the bottom towards the "START" space. To the left, a white die with black pips is visible. To the right, there are several colorful pushers: a yellow one, a red one, a dark blue one, and a green one. The board is light green with blue lines and shapes.

START

Introduction

Global Competitive Environment

Increasingly transparent marketplace

Increased labour mobility

Problems

Customers are not loyal

Employees underperform

How to Encourage Engagement?



Gamification

What is Gamification

Game design elements in non-game contexts
Badges, Quests, Leaderboards, etc.

What Gamification is NOT

Candy Crush, Minion Rush, Angry Birds, etc.
Gamification != Games

Examples

Foursquare, Nike+ Fuelband, eBay, etc.



How Does it Work?

Exploits Basic Psychological Urges

Goal-setting, competition, need for recognition

3 Key Characteristics

Cognitive

Emotional

Social

Increased Motivation & Engagement



A woman in a dark blue business suit is riding a blue road bike on a paved path. She is looking forward with a focused expression. In the background, two men in suits are also riding bikes, one slightly ahead of the other. The path is surrounded by lush green trees and foliage. The scene is brightly lit, suggesting a sunny day.

Competitive Advantage

“If you don't have a competitive advantage, don't compete.”

- Jack Welch

Competitive Advantage

“Sustained advantage that gives a firm an edge over competitors”

Higher sales growth

Sales margin

Better customer retention

Common Sources of Competitive Advantage

Efficient management of cost, superior R&D, product innovation, access to IP & copyrights etc.



Why 'Gamify' ?

Intrinsic Motivation

Simply enjoying the activity without obvious needs for rewards

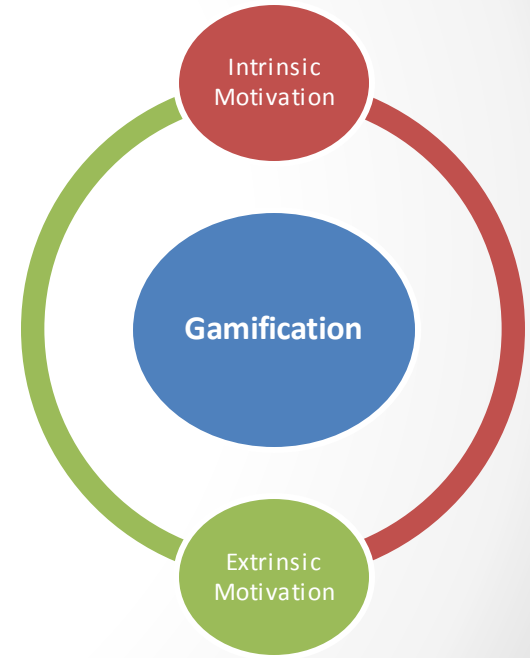
Extrinsic Motivation

Behavior undertaken in order to obtain reward/avoid punishment

Gamification Targets Both

Provides visible extrinsic rewards

Serves as trigger to induce Intrinsic Motivation



Why 'Gamify' ?

Convenient Consumption

Removes the psychological barrier

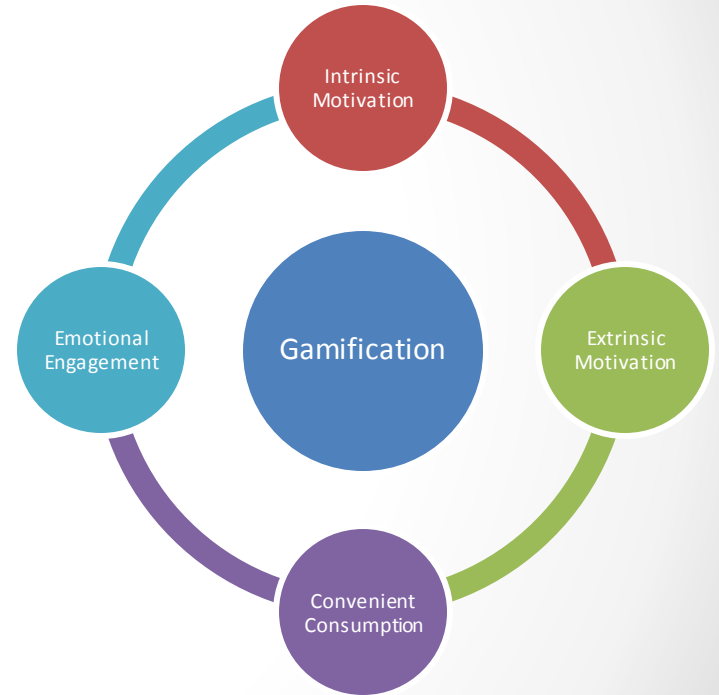
Fun and Exciting

Convenience of mobile computing platforms

Emotional Engagement

A sense of personal achievement

Engages friends through social networks



Gamify To Achieve What?

Employee
Engagement

- 'Gamified' Career Progression increases employee morale

Customer
Engagement

- 'Gamified' approach enhances customer experience

Information Systems

Essential Platforms that enable Gamification

Graphical rendering

Real-Time logic processing

Social connectivity

New Emerging Mobile IS Platforms

Enhanced user experience

Location awareness

Brings about the interactive and fun element



Social Networks

FoldIt: Computational Biology Problem

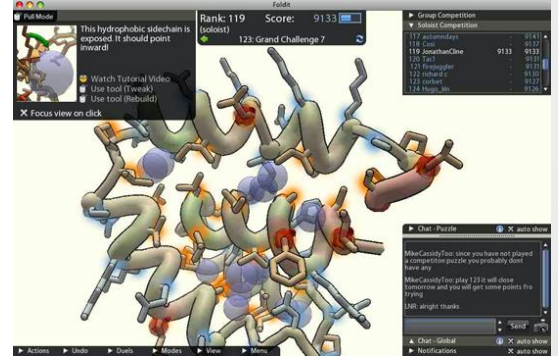
Solved with the help of gamers in a social network

Players outcompete each other to get best protein structure

Top scoring 'proteins' sent for investigation by researcher

Solved Problem of HIV Protein Structure in 10 Days

Took researchers more than 10 years pondering about it



Mobile Computing Devices

New Level of Interactivity through Touchscreens

Increased Chances of Engagement

Devices are portable and carried around
(e.g. Notifications)

Allows New Ideas to be Developed

Location awareness

Personal identity

Sensors



Examples

PainSquad

Developed for children suffering cancer
Encourages children to fill in their pain report

Previously, they were too tired to write them
after all the chemotherapy and treatments



SWOT Analysis

Strengths

- Powerful engagement tool
- Powerful Brand effect

Weaknesses

- Not possible to implement every time
- Inability to target all type of users

Opportunities

- More powerful smartphones hints to better technology for engagement
- Smartphones allow more personal data to be collected

Threats

- Market will increasingly be flooded with such Gamification ideas
- Greater competition to stand-out

A close-up, side-profile shot of a person with dark skin and glasses, focused on reading a book. Their right hand is holding a blue pen, poised to write in a notebook. The scene is set on a desk with a vase of white flowers in the background, illuminated by soft, natural light from a window. A black banner with white text is overlaid on the image.

Case Studies

Education

Student Motivation and Engagement

Just Press Play (JPP) Project

Gamify undergraduate experience

Improve students' learning behavior

Time management practices

Carefulness



Employee Engagement

Employee disengagement costs
U.S. \$450bil to \$550bil annually

Target Corporation Cashier Game
Gaming system in checkouts
Increased efficiency and morale



Onboarding and Training

Defense Acquisition University
Game elements in core curriculum

Motivate employees to improve skills

Drives better business performance,
engagement, and retention.



“Recruitainment”

Alleviates Daunting Recruitment Processes

Increases Engagement from Candidates

Provides Employers with Analytical tools

Eg. Marriott International Recruitment Game



Customer Loyalty

Teleflora Online Florist

Leaderboard

Creates an air of competition

Ranking system encourages more purchases

Levels and Rewards

Points are rewarded for purchases, etc

More exclusive benefit for higher levels

Desire to “Level Up” encourages more purchases

RANK	NAME	POINTS
1	JTB123UK	25444430
2	MasterRedWinD	24408738
3	Ninja of Sorrow	24165220
4	bigalski	24067615
5	Joe Hyabusa	23203710
6	Captain Tuttle	23087380
7	brightonlove	22749907
8	Phenomenon08	22418690
9	yetstay	22125110
10	oldskoolgamer1	22021023

TOTAL PLAYER: 897 Your Rank Return to Top Back

teleflora.
Fresh flowers hand-delivered daily

Customer Engagement

Best Buy and Shopkick Partnership

Rewards customers for walk-ins

Provides in-store shopping guide

Missions to find-and-scan special items

In-store traffic was greatly increased

Promotion costs became much lower



Challenges & Risks



Challenges & Risks

Challenges

- Design needs to specific to company needs
- May require structural & process changes
- Certain audiences may be resistant to change

Risks

- Generally new area, not fully explored
- No fixed set of "Best Practices" yet
- Need to manage risks & monitor results





Future Trends

Future Trends

Increased Adoption in Marketing

More 2-way conversations

Less 1-way advertisements

More personal levels of marketing

The Future of Gamification is Promising

Generation Y starts to take more influential roles

Many areas are still unexplored and untapped

Great potential for more types of applications



Conclusion



Conclusion

What is Gamification

How Information Systems enable it

How it can bring about competitive advantage

Gamification in Action

Customer loyalty, Employee engagement

Challenges and Trends

Gamification is no panacea

Exciting potential for future development





Questions & Answers