What is gamification?
Gamification is the process of taking something that already exists – a website, an enterprise application, an online community – and integrating game mechanics into it to motivate participation, engagement, and loyalty. Gamification takes the data-driven techniques that game designers use to engage players, and applies them to nongame experiences to motivate actions that add value to your business.

What you can expect gamification to do for you:
- Ford Canada saw a 417% increase in site usage year one.
- IHG experienced a 20% increase in meeting sales revenue.
- T-Mobile improved customer satisfaction scores by 31%.
- VMware saw an 85% reduction in Partner Support Calls.

Gamification in action:
Nitro is used as a hub for any and all systems. When a user works in their LMS, CRM, or any system of record, Nitro will take that data and reward employees for completing the activities their business leaders want them to do. Bunchball’s gamification does this by awarding points and badges.

ENGAGEMENT, CONNECTIVITY, ANALYTICS, CLARITY, ADOPTION, BEHAVIOR MANAGEMENT