Solution Brief

Gamification for Employee Engagement

Improve Your Customer Experience and Drive Business Performance by Keeping Your Workforce Engaged

Engaged employees are your company’s most important asset. They’re absolutely critical to your customer experience and to your business performance overall. According to research1 from the Corporate Leadership Council, highly-committed employees try harder (57%), perform better (20%) and are less likely to leave (87%). In addition, Forrester2 recently concluded that companies with higher employee engagement ratings boast higher profit margins and deliver better customer outcomes, as measured by customer satisfaction, loyalty and likelihood-to-recommend scores.

But, here’s the rub: The vast majority of companies have trouble keeping their workforce engaged. In fact, Gallup3 found that worldwide, only 13% of employees are engaged at work! Of the

Use gamification to:

Drive employee development and higher revenue per employee

• Focus teams on business priorities and goals

• Encourage collaboration and competition

• Enhance self-driven learning and knowledge sharing

• Improve key business metrics specific to each role (quota achievement, issue resolution, product ideation, process alignment, etc.)

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remaining 87%, more than half (63%) are not engaged, and 24% are actively disengaged.

Why are employees so disengaged? There's a long list of reasons. We live in an age of distraction. Workforces are distributed. Learning initiatives often take the back seat to more direct business drivers. Some even say there's too much to know. That's why businesses that can engage their employees and motivate them to learn and develop new skills will have a huge advantage in the marketplace. It's also why gamification is gaining steam as the engine behind employee engagement.

Gamification leverages design, big data analytics and new research about universal human motivators to influence employee actions. It applies the same principles that inspire people to play games — achievements, status and rewards — and motivates them to put learning and collaboration at the top of their to-do lists. Gamification leads to real, measurable improvements to a wide range of key performance indicators (KPIs) because it can help you:

- Focus teams on business priorities and goals
- Enhance collaboration and competition
- Reinforce self-driven learning and knowledge sharing
- Improve talent retention and recruitment
- Accelerate on boarding

Thanks to benefits like these, more and more companies are using gamification to engage their employees, inspire better performance and mitigate attrition — and the results have been impressive. According to Gallup4, organizations that engage customers and employees see a 240% increase in performance-related business outcomes. At Bunchball, we've seen gamification increase engagement in 50% of employees targeted, reduce onboarding by 91% and increase interaction with training programs by a whopping 145%.

What does all this mean for your employees? Could gamification

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help improve engagement at your company? Answer these key questions to help you gauge where you stand:

1. **How effective are the training programs you currently use?** In order for your employees to be engaged, they need to learn about workplace practices and procedures and then, they need to keep that knowledge fresh. Remember: Training is point-in-time; but learning is continuous . . . and drives growth. Do you think your people have the knowledge they need to be successful? Do they retain the information you provide and work to keep their knowledge up-to-date? LMS systems can be effective for tracking, automating and driving process for corporate training; however, conventional systems tend to fall flat when it comes to motivating and engaging employees on an ongoing basis. In fact, the number one complaint we hear from our customers is that the training resources they create (online, video, CBT) go under-utilized and fail to provide adequate ROI. Adding gamification to your current system can improve self-driven learning and knowledge sharing. As a result, new hires can be onboarded quickly and cost-effectively, while veteran employees can keep their skills sharp, even as the business expands and the challenges they encounter change.

2. **How do you know which employees are high performers?** If you want to effectively drive improvements to employee behavior, you’ll need to accurately assess current capabilities and then establish realistic future goals. Plus, you’ll need to ensure that performance is measured consistently across your organization. By tracking activities and responses to incentives, gamification can help you identify and reward high-performing employees even as you encourage them to make real, measurable improvements to KPIs.

3. **What is your employee retention (or attrition) rate?** Analysts predict⁵ average employee turnover rates over the next five years will rise to 23.4%. Now more than ever, it’s critical for you to have a plan in place to manage burnout and keep your workforce engaged. Start by taking inventory of your current motivational tools (SPIFFs, contests, etc.).

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None of these sales professionals are required to complete this training — they’re doing it to improve their knowledge of how to sell to specific types of customers. And yet, we’re finding that users are staying very engaged and are very motivated to attain Expert status. We credit the gamification experience for a large part of that.”

Ingrid Quimby-High, Director of Meeting Sales Strategy at Intercontinental Hotels Group

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Do they truly impact KPIs? Studies about human behavior have repeatedly shown that short-term contests create nothing more than short-term behavior changes. What's more, traditional contests and SPIFFs reward the individual rather than “team,” and they lose motivational power over time. If you want to improve employee engagement and drive the long-term behavior changes that become the foundation of improved business performance, you need to implement an ongoing strategy, one that continually guides, reinforces and increases high-value employee performance. Because gamification uses big data analytics, personalization and transparency, it provides not only goals to accomplish, but also recognition, real-time feedback about progress and rewards that matter. As a result, employees become more engaged, retention rates rise . . . and operating costs fall.

Find out more at: http://www.bunchball.com/solutions/service-support-teams

About Bunchball

Bunchball is the leader and innovator of engagement technology powered by gamification. Purpose-built for the enterprise, Bunchball’s proven engagement solutions motivate employee, partner and customer behaviors while delivering the performance intelligence needed to drive business results. An early visionary, Bunchball wrote the book on gamification with the 2013 best seller Loyalty 3.0, and is widely credited for numerous market innovations, including a patent for Gamification as a Service. More than 400 enterprise customers rely upon Bunchball for the company’s expertise, innovations and proprietary analytics that deliver proven business results, and Bunchball is the partner of choice to industry leaders including Jive, SAP, Salesforce.com and NICE Systems. Bunchball’s investors include Parallax Capital Fund, Granite Ventures, Northport Investments and Correlation Ventures. For more information, visit www.bunchball.com, read the blog at www.bunchball.com/blog, or follow @bunchball on Twitter.