Use Gamification to Harness the Power of the Social Business

Your company’s success relies on the collective power of community — because collaboration across a broad spectrum of individuals can break down operational silos, enhance knowledge-sharing, spark innovation and contribute to better business performance overall. But, what’s the best way for you to promote community and tap into all the benefits it offers?

Social collaboration in business is gaining strong traction and vibrant online communities promise tremendous business value for employees, business partners and customers alike.

There is one important caveat, however. Social collaboration platforms only succeed when coupled with broad-based adoption and sustained engagement. When extrinsic motivators fail, platform activity drops and members fall back to outdated communication methods that lead to isolation of knowledge and ideas. By contrast, gamification of your business’s social platform helps ensure rapid onboarding and ongoing engagement by motivating employees, partners and customers to participate in meaningful ways.

Get full ROI from your social collaboration initiatives by:

• Ensuring community membership and participation
• Aligning social activities against business goals
• Facilitating high-quality sharing and input
• Promoting positive team behavior and action
• Motivating ongoing learning
• Identifying and cultivating cross-functional expertise
• Increasing employee and customer retention and satisfaction
Gamification applies big data analytics and the same data-driven techniques used by game designers to motivate employee actions in critical business scenarios. It rewards commitment with recognition and visibility within the community — and that, in turn increases employee satisfaction and retention. More specifically, integrating gamification into your social collaboration platform allows you to:

- Use big data analytics to effectively align social collaboration with business goals
- Establish social sharing within the daily work flow so that it is not simply an extra task on the “to-do” list
- Create groups and competitions to promote positive team behavior
- Show member reputation among peers and showcase achievements
- Reward creativity and behaviors that have the most impact on your business goals
- Increase formal and informal learning and connections between individuals with expertise

McKinsey found that social collaboration drives a 20% improvement in employee satisfaction and a 10% increase in revenues. And at Bunchball, we’ve seen that integrating gamification with social platforms can cause community participation to skyrocket an incredible 105%, on average.

Could gamification help you harness the power of social collaboration? Gauge where you stand by answering these four key questions:

1. **Are your business goals around social collaboration aligned with your mission and your community?** People engage with initiatives they see as relevant. Take a hard look at how you’re currently using social collaboration and determine how it is — or is not! — helping to actualize your mission. Since gamification data provides valuable insight into what gets your employees involved in company

“We’ve seen a 55% sustained increase in our Topliner’s community thanks to Bunchball.”

Heather Foeh, Director of Customer Culture, Eloqua, a wholly-owned subsidiary of Oracle
goals, seamless integration of social platform use into daily workflow increases relevancy through levels, points and leaderboards, as well as competitions and increased visibility amongst peers. When people regularly see value in the community connected with your mission, engagement increases and can be sustained over time.

2. **How do you currently encourage employees and customers to participate in your social platform community?** Many managers find that the basic features of popular social collaboration tools fail to encourage consistent participation and that unless inspired to change, employees return to what was familiar — even if it’s not necessarily effective. What’s more, short-term reward systems tend to break down over time, as employees go through the motions to get the “prize,” but then lose interest. As a result, high enrollment ends up juxtaposed with low participation, and managers are left wondering how to turn lurkers into community members who truly contribute and influence. At Bunchball, we understand that every community is unique. By leveraging fundamental design principles, big data analytics and the latest research about universal human motivators, we can help you identify the optimal mix of motivation techniques for your community and social platform.

3. **Can people identify experts and/or establish their own expertise within your community?** One of the keys to effective social collaboration is knowing the best people to collaborate with. Companies that implement gamification can raise activity levels and improve self-moderation when members reward one another for helpful content. Earned reputations like these are meaningful because they are sourced and validated from others within the community, and there’s no denying that in some cases, reputation and expertise established within a vibrant community can become relevant and valuable outside of it, as well.

4. **Do your collaboration and knowledge-sharing tools produce tangible results?** Effective social collaboration allows all users to contribute content. Not only do experts share best practices, but community members ask questions
and fresh ideas are exchanged all around. Done right, the connected enterprise eliminates barriers between customers and employees and sets the stage for improvement on a variety of KPIs, such as employee satisfaction, community participation and ultimately, revenue growth. For example, a customer community can create self-service troubleshooting which leads to lower call center volumes. Is the traffic on your social platform producing real, solid results? If not, how can you do better?

Find out more at:

http://www.bunchball.com/solutions/employee-collaboration
and http://www.bunchball.com/solutions/activate-community

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.gamification.com, or follow @bunchball on Twitter.