You’ve chosen Jive to help you to engage employees, partners and customers in social communities to increase the efficiency of internal communications, build brand loyalty, encourage customer chatter, and much more. Adopting a solution like Jive is an important step in creating a collaborative, social enterprise. Getting users to engage with the solution is critical for success.

Maximize Value of Your Investment in Jive

The Advanced Gamification Module powered by Bunchball Nitro can help you accelerate adoption and increase the quantity and quality of contributions from your Jive community. The module enables businesses to use game mechanics to increase engagement and productivity through incentives tailored for both individuals and specific groups of users. The module

Benefits

Inspire collaboration in your communities

• Encourage and reward sharing of information and expertise

• Leverage groups and competition to drive positive team behavior and recognize group wins

• Reward combined creativity, contribution and best practices
is available for both internal social networks and external communities on the Jive platform.

**Gamification Drives Engagement**

The Advanced Gamification Module gives you the ability to sustainably engage users with highly personalized, collaborative and rewarding game mechanics. These include role-based missions and challenges, status levels and badges, team-based goals and competitions, real-time feedback and end-to-end fulfillment of virtual or physical rewards. The module enables customers to design incentive programs and missions for multiple different types of users and groups within a Jive network.

For instance, in an internal employee community, product development groups could be challenged to help answer questions from the sales team. Sales staff could take part in a competition to see who can complete training materials first. Likewise, in an external community, contests and rewards could be used to encourage customers to help answer each other’s questions and become product champions.

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**Onboard new community members more quickly and easily**

- Encourage new users to learn and explore Jive with pre-populated onboarding challenges
- Track and reward progress in real time, with badges, leaderboards, levels and notifications

**Increase Jive usage and adoption**

- Reward engagement and other user behaviors that matter to you by authoring missions and challenges that match your business goals
- Recognize strong collaborators with visibility and recognition in the community, including awards on their profile, high placement on leaderboards, and automated posts to the activity stream
The Advanced Gamification Module allows you to maximize the power of social collaboration across your business.

**Key Features**

- **Most powerful gamification engine:** Powered by Bunchball Nitro, the module tracks over one hundred specific activities that can be used to structure missions and determine user rewards.

- **Fully integrated user experience:** Gamification elements are seamlessly integrated with the entire Jive experience: in user streams, profiles and groups.

- **Targeted personalization:** Game mechanics can be personalized to motivate and reward people based on precise user segmentation including geography, roles or departments.

- **Advanced reputation scoring:** Organization-wide and group-specific reputation scores are calculated based on behavior-driven, leveling algorithms.

- **Community-specific gamification:** Managers have the flexibility to engage members within their specific community or across the entire business.
• **Endless gamification program options:** The challenges you define can be as rich and complex as the social activities that the Jive platform supports.

• **Robust analytics:** You can easily measure the impact of your gamification initiatives while gaining greater insight into your communities.

If you’d like to learn more about the Jive Advanced Gamification Module, please contact your Jive account manager or email us at sales@bunchball.com.

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**About the Nitro Gamification Platform**

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. For more information, visit [www.bunchball.com](http://www.bunchball.com), read the blog at [www.bunchball.com/blog](http://www.bunchball.com/blog), or follow @bunchball on Twitter.