Transforming Customer, Employee and Partner Engagement

Conflicting priorities, overfilled inboxes, social media, mobile devices and data overload. The amount of information vying for our attention is overwhelming. And that makes engaging employees, partners and customers — and focusing them on your brand or business goals — a continuous uphill battle.

Rise above the noise

By motivating audiences through competition, achievements, status and reward, gamification has proven to be effective in creating ongoing engagement and loyalty. For gamification initiatives to be truly effective, however, you need targeted strategies that are tailored to each distinct audience’s motivators and interests. And that requires a solution that’s highly configurable and rich in advanced features.

Use Nitro to drive...

• Consumer and fan engagement
• Loyalty programs
• Sales motivation and effectiveness
• Training and learning management
• Employee onboarding
• Recruiting
• Help/service desk efficiencies
• Marketing and e-commerce
• Partner engagement
• Crowdsourcing content
• System adoption

... and more!
Nitro: targeted motivation for every audience

Bunchball’s Nitro gamification platform helps you incorporate gamification mechanics into online experiences to motivate your audiences to be more engaged and loyal, and to drive them toward business goals. With Nitro, customers are able to leverage the industry’s most advanced gamification engine to build motivation strategies that are tailored to their specific business goals and that address each targeted audience.

Simply powerful

Too often, “easy-to-use” means paired down functionality or loss of flexibility, but not with Bunchball’s Nitro, which marries the industry’s most full-featured platform with consumer-level ease of use. Nitro includes:

- **Nitro Studio**, a design and administration console from which anyone can effortlessly create, measure and deploy your gamification strategy and the challenges associated with it — directly from your desktop or iPad.

- **Robust rules engine** to enable goal setting, competition, rewards. Businesses can deliver custom user experiences based on a multitude of attributes such as an individual’s role, geography or historical behavior.

*Nitro Studio lets you deploy gamification challenges quickly and easily using an intuitive, drag-and-drop interface.*
• **APIs** to track behaviors within and across your applications and platforms including enterprise applications and social networks, and across the full range of online or mobile interfaces.

• **Integrated analytics**, including pre-configured reports and visualizations, are pervasive throughout Nitro Studio, enabling users to gain deep insights into the dynamics that motivate users.

• **Full library of pre-built gamification components** that can be quickly added to an online experience such as: profiles, challenges, levels, badges, leaderboards, notifications and newsfeeds, in addition to a ready-to-launch online store.

With Nitro, companies can now have it all: the power and simplicity to truly achieve the promise of gamification.

Visit [www.bunchball.com/products/nitro](http://www.bunchball.com/products/nitro) to learn more.
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, read the blog at www.bunchball.com/blog, or follow @bunchball on Twitter.