Driving engagement Loyalty through Gamification.
-by Sanjay Abraham

> *63% of American adults agree that making everyday activities more like a game would make them more fun and rewarding (JW Intelligence).*
>
> *20% of the US population has played a game on a social network sites. 35% of these are first time gamers who have never played any other kind of video game- NDP Group survey.*

Gamification is about using game mechanics into non gaming contexts like business processes- to enhance employee productivity, customer retention, partner engagement etc. Gamification is about using game elements & techniques for better engagement. It could help to motivate participation, engagement, and loyalty of any website, social community enterprise application etc.

> According to Salary.com, the hidden costs of distracted, unfocused employees translate into more than $500 billion in lost productivity.
>
> According to Gartner, a simple 5 percent increase in customer retention can increase profits by 25-125 percent.

Gamification Value adds

- Better Engagement, Better sharing & collaboration
- High-value interactions with customers, employees and partners.
- Stronger collaboration, Better ROI, Deeper loyalty,
- Engage employees, partners & customers

Benefits of Gamification

❖ Stop your communities becoming virtual Ghost towns. Engage better.

- ❖ Design process to make product, service, project or business process more engaging, fun, sticky and viral. Make engagement loyalty a success.
- ❖ Enhance consumer, partner and fan engagement
- ❖ Sales motivation, Social Commerce & Marketing
- ❖ Training and learning management
- ❖ Recruiting, Referral Programs & Employee onboarding
- ❖ Help/service desk efficiencies
- ❖ Crowdsourcing content & ideas.
- ❖ System adoption etc…and many more!

⚠ CAUTION

Poor gamification design could lead to failure. 80% of current gamified enterprise applications will fail to meet their objectives, largely due to poor design (Gartner). So its not just about the platform, the technology, badges or leaderboards but also about a clear understanding of what people want and how the business imperatives could be addressed and driven to success.

I am all pumped up to share more on how gamification could add value into your business processes, communities- the enterprise and enhance the over all productivity of the organization. Let's clear the farrago and help the enterprise leverage on gamification to enhance engagement loyalty. Am sure the idea intrigues you too. How about giving me a shout?

Sanjay Abraham is an 'Enterprise Solutions Consulting, Product Marketing & Business Development' professional. He staunchly believes, 'Digital Transformation' could radically change the way business is done today and that presently Enterprises get just 43% value from existing technologies. His areas of expertise & interest include Enterprise Collaboration & Mobility, EFSS, Analytics, Enterprise Social- Social Business, Social Intranet, Social Onboarding, Social Communities, Enterprise Innovation Management, Social Product Life Cycle Management PLM, Social Project Management, Gamification & Engagement Loyalty.

Sanjay holds a Bachelors in Engineering (Computer Science) and a PG Diploma in Business Management. He has worked with top names in the IT sector like Avaya GCL & Mahindra Satyam. His client list includes top bracket names across Banking, Insurance, Retail, Telecom, BPO/ITeS, Public Services and other verticals. His contact coordinates are:

Linkedin:in.linkedin.com/in/sanjayabraham. ***Twitter***: @asanjay100 ***email***: abraham@ctprd.com