



Gamification

Using ICT Services
to Strengthen
Your Business

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What is Gamification?

Gamification is the process of incorporating game elements into other systems. How can you turn everyday tasks or training into fun and/or competitive experiences? How can you engage your customers through games? Incorporating elements like puzzles, reward systems, scores, and teams or building an electronic game can do this. A company with professional experience in designing games can help you build great games that engage your employees and customers.

“THE BONUS IS THAT THERE ARE **NO RESTRICTIONS**. IF A LOCAL BUSINESS WANTED A GAME DEVELOPED, IT COULD BE ANYTHING INTERACTIVE.”

- IDREAM INTERACTIVE

What can Gamification do for your business?

Gamifying tasks or training in your business or building a game for customers can help with the following:

- **Training:** Do you onboard your staff with a dusty training manual? Gamifying this process could include scores, levels, and a more dynamic way of testing their knowledge. This can create a sense of achievement in an otherwise mundane but necessary process.
- **Task Ticketing System:** Gamify the way you assign projects. Include friendly competition with a reward system. With software, you can make this more of a visual and interactive experience.
- **Learning Systems and Situations:** How does your staff learn to interact with clients? They can learn some of the basics through a game where the correct answer wins you points and moves you through levels. This would help to standardize employee responses to common situations they might face.
- **Engaging Customers:** Design a game that gets your customers engaged with your product or service, including winning rewards they can use in your business.



Case Study

A credit union wanted to use gamification to drive onboarding and on-going learning for employees. Onboarding new team members and offering financial products requires knowledgeable employees and an ongoing need for learning that needs to be monitored by management. Employees did not evaluate learning courses well and training was not being completed in a timely manner.

The credit union hired a game design business to gamify their learning system. The game design business created user-friendly courses, a data tracking system to track progress and completion, a reporting interface, system-generated email alerts for training, and a single-sign-on capability.



THE RESULTS

- *85% of frontline employees completed all learning tasks*
- *Veteran employees used the system to refresh their knowledge*
- *Employee satisfaction with the new learning system, helping them to be more effective*
- *Increased managerial awareness of employees' knowledge*

**GAME DESIGN IS AN ART.
IT'S AN ART THAT INVOLVES
MIXING ALL MEDIUMS THAT
NEED TO WORK IN CONCERT**

- RED PISTON

**Check out the whole case study at:
www.workforcewindsorsex.com/ict-services**

About the ICT Services Series

Workforce WindsorEssex has worked with local ICT service providers to produce brochures that help businesses explore how ICT solutions can save them time, money, and effort.

Services in Windsor-Essex:



iDream Interactive thrives on creating amazing games and apps that are played and enjoyed by millions of people worldwide.

They offer a host of services including:

- Game design/development
- Game publishing
- Gamification
- SAAS
- AR/VR development

Get in touch with iDream Interactive:

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Red Piston provides custom creative solutions to big problems by using their expertise in various technologies.

They offer a host of services including:

- Mobile app development
- Augmented reality
- Mixed reality/virtual reality
- User interface/experience design
- Web development
- Game design

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For more information on ICT services in Windsor-Essex, including past and upcoming issues, visit:

workforcewindsorsex.com/ict-services