

Gamification for Customers and Employees
with BESTFIT



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Internet Use, Gaming, and COVID-19

Forbes estimates that Internet use increased 70% by March 2020 because of the lockdowns due to COVID-19.¹ During the same period, US telecommunications company Verizon also reported a 75% increase in gaming volume linked to the pandemic.

What is the attraction of gaming that led to this increase? Experts conclude that, first, the lockdown kept people at home with their device screens as their chief form of entertainment. Second, with remote working and the closure of schools, people had more time for gaming. And, finally, gaming provided a distraction and, in multiplayer games which can be played by many people at the same time anywhere in the world, a sense of community and connectedness.

The bottom line is that people find that gaming is *fun* and *engaging*.



What is gamification?

Gamification is the process of turning an activity or task into a game or something resembling a game in order to make it more interesting and enjoyable.

In business, gamification has been widely applied in employee training and has been found to increase engagement and retention rates.² This is important, as Gallup has found that 71% of Millennials feel disengaged at work.³

Gamification changes organisational outcomes

According to Yu-kai Chou, president of leading gamification company, the Octalysis Group, gamification is having the most significant impact on businesses that are important but comparatively mundane, such as finance, insurance, healthcare, wellness, and education.⁴

¹ <https://www.forbes.com/sites/markbeech/2020/03/25/covid-19-pushes-up-internet-use-70-streaming-more-than-12-first-figures-reveal/?sh=11987d3b3104>

² <https://financesonline.com/gamification-trends/#link3>

³ <https://news.gallup.com/businessjournal/195209/few-millennials-engaged-work.aspx>

⁴ <https://octalysisgroup.com/>

The global gamification market was valued at USD 7.98 billion in 2019, and it is estimated to witness a CAGR of 25.10% over the period 2020-2025.⁵

Gamification on social media and mobile apps

Businesses are shifting gamification to social media and mobile apps as it offers convenience and simplified access for on-the-go customers and employees. For example, Americans are known to check their phones 80 times a day, on average. The shift of both consumers and employees from desktop to mobile phones/internet devices offers an effective platform for companies to capture consumer interest, with a stronger chance of conversion.⁶

- Offering gamification on social media and mobile apps makes gamified efforts more effective
- Integrating gamification elements boosts the engagement of younger customers and employees.
- Being able to share results on social media is key.

Personalisation

Today, personalisation is the must-have in gamification and critical to good results. Users expect a unique experience. Stakeholders in the industry are focussing on creating personalized gamified designs. The race to create adaptive algorithms that can select the precise gamification design for each situation is in high demand.⁷

- Personalization is becoming a permanent thing in gamification.
- Personalized gamified systems are key to great results.

A sense of empathy

Today, both consumers and employees reject gamification tactics that feel manipulative or overly competitive. Empathetic design is a new trend that is having a significant impact on gamification as participants seek a meaningful and helpful experience.⁸ Consumers want campaigns that share and understand their feelings. Employees want their companies to show that they care about them as people. This is why demonstrating empathy is important in gamification planning.

Gamification works

Gamification works because the business or organisation has created an engaging experience for its audience that results in more enduring and committed relationships. For customers, it motivates them to participate, especially if a reward or recognition is offered. Most importantly, gamification provides an emotional connection with players and increases their loyalty.

⁵ <https://www.mordorintelligence.com/industry-reports/gamification-market>

⁶ Ibid.

⁷ <https://financesonline.com/gamification-trends/#link3>

⁸ Ibid.

When an organisation innovates by using gamification, it is perceived as being more forward-thinking. It stimulates conversations that result in greater enthusiasm and loyalty.⁹

Dos and Don'ts

Do:

- Use games to increase the engagement and loyalty of customers, prospects, and stakeholders
- Provide a reward, which does not have to be material. It can be in the form of recognition or valuable content
- Support the person's need for recognition and achievement
- Segment prospects and customers to give more personalised offers.

Don't:

Apply gamification in a generic way. Offering a badge is not enough. The experience has to be personalised and fun

Make participation mandatory. Again, participation has to be enjoyable.

Make the experience engaging, not tiresome.¹⁰

BESTFIT ticks all the boxes

Leveraging behavioural science, BESTFIT provides corporations with gamified solutions. Using non-invasive, indirect questions, the participant receives a personality profile "selfie" that is fast, fun, and engaging and that can be shared on social media. In return, the company gets the information needed to personalise offers and up-sell to customers and prospects. BESTFIT's "Emotional Thermometer" lets organisations demonstrate their empathy by determining the resiliency of employees and other stakeholders in the face of the pandemic and economic stress. Engaging, fun, and empathic. BESTFIT works.



⁹ <https://socialmediaweek.org/blog/2016/10/gamification-can-magnify-social-media/>

¹⁰ <https://www.fastcompany.com/3063932/the-right-and-wrong-way-to-gamify-work>