

ARE YOU LEVERAGING ENOUGH GAMIFICATION IN YOUR DIGITAL CRM?



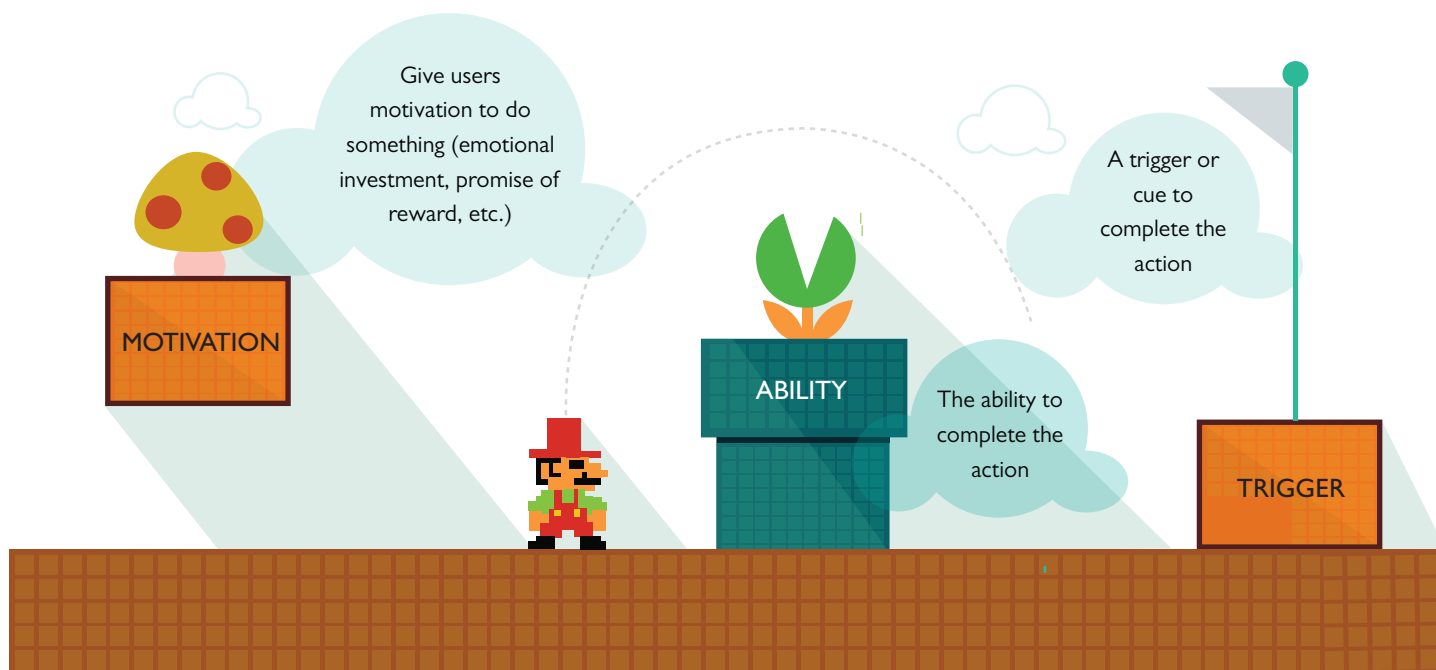
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Table of Contents

03.....	Abstract
03.....	Introduction
04.....	Gamification Opportunities in a CRM Environment
05.....	Targeting Gamification for Employees
05.....	Increase Sales engagement to build your pipeline
05.....	Increase Services engagement to resolve Customer issues faster
06.....	Targeting Gamification for Customers
06.....	Customer Loyalty
06.....	Engage via Community
06.....	Marketing Campaigns
06.....	Industry Adoption Example – Gamified Care Management
06.....	Conclusion
07.....	References
07.....	About the Authors
07.....	About Wipro Ltd.

Abstract

Gamification is a business strategy which applies game design techniques to non-game experiences to drive user behavior. Gamification uses techniques in a non-gaming context to engage employees, customers and related audiences to analyze, change behaviors and develop skills to drive innovation. Gamification has been referred to as the latest trend by several experts. Al Gore talked about how "Games are the new normal" and the power of Gamification at the 2011 'Games for Change' Festival. Game mechanics, game dynamics and game design are employed as underlying techniques to derive business benefits from Gamification. Gamification creates "competition" as a by-product making an associated task even more engrossing. The Fogg Behavior Model points out that three predominant elements must converge at the same moment for a behavior to occur:



Introduction

Today, businesses are undergoing "Digital Transformation" to remain recognized in their competitive market and are looking at building "Digital CRM". Studies have shown that while organizations have increased their investments in digitalizing their platforms, two-thirds of digital transformation projects fail mainly due to workforce behavioral issues and

lack of customer engagement. Gamification, here, can come to the rescue improving employees' engagement and helping them adapt to the central theme of a "digital enterprise". Businesses get benefited from having more engaged staff, customers, improved loyalty and crowd-source innovation.



Analysts have predicted that more than two-thirds of large organizations will have at least one 'gamified' application, and that gamification is slated to become a significant trend in the next decade.



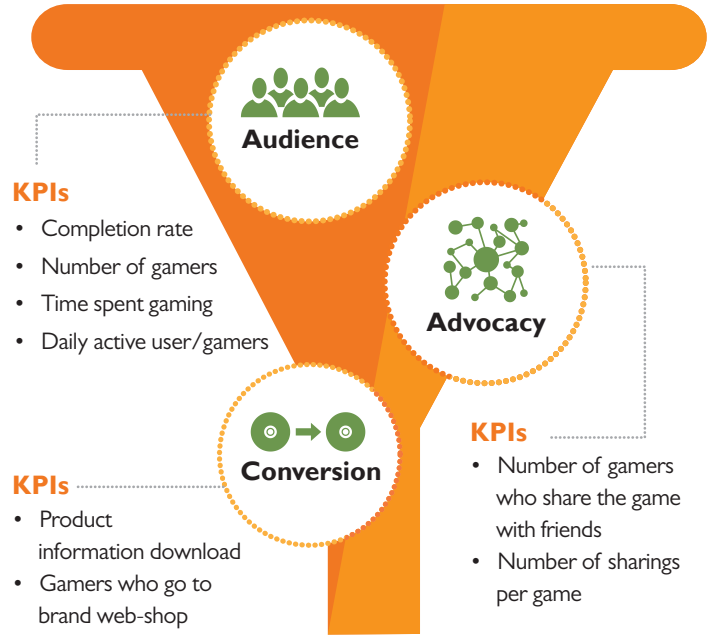
A leading global research company, predicts that the 'gamification sector' will cross few billion dollars worth by 2018

Although, Gamification is considered among emerging technologies, in the recent days it has gained a lot of momentum in virtually every industry.



Analysts caution that, due to lack of proper design techniques, a bulk of gamified applications will fail to meet business objectives.

The User Journey Funnel



Gamification Opportunities in a CRM Environment

Fun, play, challenges and engagement are the key aspects of Gamification. In a CRM environment, there are multiple touch points with customers – all the way from marketing, reaching a wider audience and potential customers

to servicing customers after a sale – fostering a gamut of gamification opportunities.

CRM Gamification opportunities can broadly be centered around



EMPLOYEES

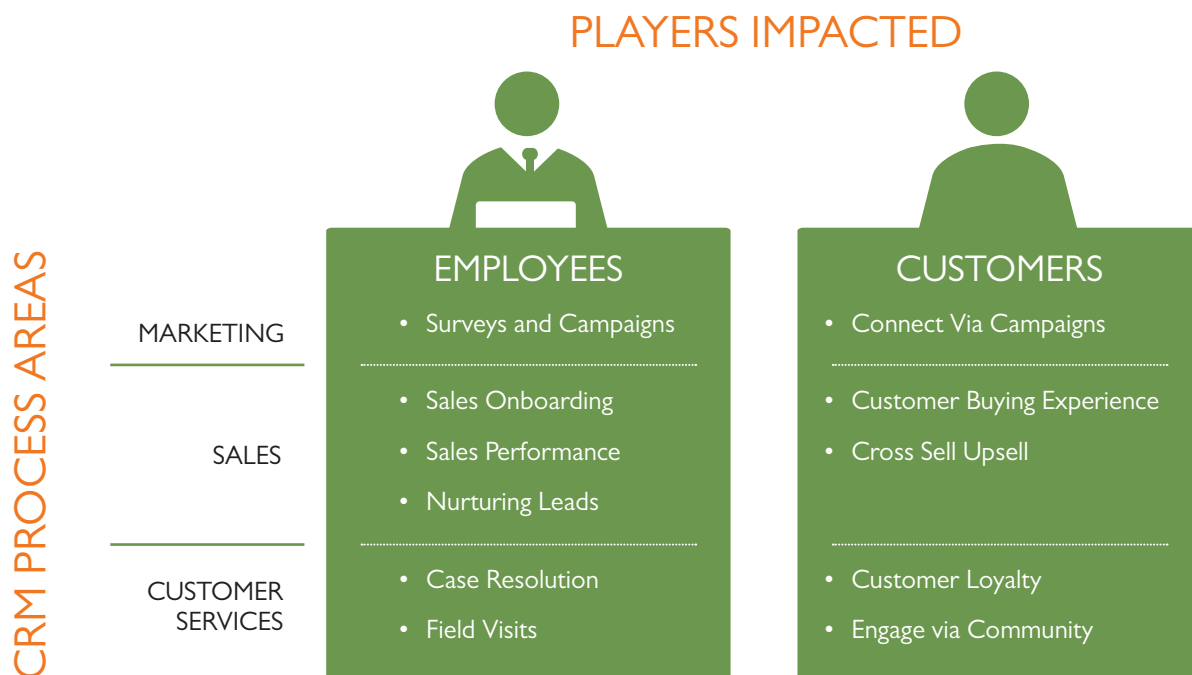
How can you engage employees, create a healthy competitive environment while fostering collaboration?



CUSTOMERS

How can you keep your customer loyal, crowd-source innovation and improve customer experience?

Here is a diagram that summarizes the various areas where you can gamify CRM




Targeting Gamification for Employees

A study shows that less than 30% of workers today are committed to and satisfied with their work. Organizations are compelled to come up with a variety of ways to improve engagement, and create a gamified employee experience.

Increase Sales engagement to build your pipeline

Sales folks are a highly agile, self-motivated group and love competition. However lack of recognition and a less connected field force, can demoralize the team and threaten the central theme – To Sell!



Lack of recognition, less connected field force, can demoralize the team and threaten the central theme – To Sell!

Sales Onboarding: Onboarding a salesperson is one of the most difficult and time consuming tasks. It is necessary for the sales team to accurately understand your product as quickly as possible. A flavor of “contest” in your sales application makes the process more fun and the results are great. The team will naturally start asking each other and the leaders what they are doing more efficiently, differently and how?

Exploration games like treasure hunts, trivia, etc. increase engagement and the urge to learn about products and team.

Sales Performance: Applications manage your goals, track salespeople’s progress, and help them compare themselves with peers through a scorecard to see who is performing and who needs help in real time. Many applications foster healthy competition within a sales team by providing motivational challenges, contests and other activities. The leader’s statuses can be directly fed into the social applications as posts, making it easy for the team to exchange information, keeping each other posted on their progress and applauding each other for their success.

Increase Services engagement to resolve Customer issues faster

Customer Support Reps and Field Service Executives are usually a bunch of people who are often in the ‘line of fire’ and often need a variety of ways to boost morale and stay motivated; gamification serves to be one unique way.

Case Resolution: Customer service reps and agents are often measured on the number of cases resolved, speed, and satisfaction scores. This provides a wealth of quantitative data in CRM applications around which a gamification program can be built. Managers can provide a lot of meaningful rankings such as that of an agents against colleagues by way of points, challenges completed and various levels. They can include service metrics such as incidents closed, feedback against case records or first-call resolution.

Targeting Gamification for Customers

There are various arenas in the CRM space wherein you can delight customers with Gamification techniques and increase brand loyalty.

Customer Loyalty

Customers today are more demanding than ever. Added to that is the competition prevailing in the market. A few key steps taken in gamifying customer engagement go a long way in increasing customer loyalty, driving sales and growth. You can also utilize the importance of “recognition” to encourage continued participation and competition. Integrate social media into your loyalty program wherever possible and broadcast winners, what they have won, and publish leader boards on your website, etc. Starbucks used gamification tactics to enhance the coffee drinking experience and to boost sales as well. Players registered for ‘My Reward Program’ through an application. Every time they purchase a Starbucks product, they accumulate stars (that look like cups). Benefits include an extra cup of coffee, a birthday gift or even offers designed especially for customer.

Engage via Community

Communities have a common purpose and help discuss and resolve common issues to do with a product or a brand. Determine your segments of audience and their relationships to your brand and form communities that are very relevant. Many companies use game mechanics in a social location-based gaming platform for mobile phone. You can apply gamification within the communities for encouraging interaction amongst the audience by posting questions with rewards to right answers. Instead of passively listening to the community conversation, you can actively drive participation and engagement with community gamification

Marketing Campaigns

Analysts predict, in a few years, gamification in marketing and customer retention will become as important as Facebook, eBay or Amazon. You

can implement digital marketing techniques such as “online hunting games”. Last year when Virgin Mobile Australia launched its integrated brand campaign ‘Game Of Phones’, it challenged players to hunt for almost \$200,000 worth of prizes in a virtual world through a mobile app game. It drew almost 40K users into a virtual battle with a total time spent playing, equivalent to five years! Marketers can use memory games, virtual adventure games to create a memorable educational experience.

Industry Adoption Example – Gamified Care Management

Healthcare payers, in an urge, have taken various steps to cut healthcare cover costs. Any step taken towards reducing number of claims is a substantial saving for the provider. Now, one can gamify the whole patient experience, educate about a disease, ways it can be prevented, and motivate them to take care of their health.

- Rewards for each of the step taken for average health improvement such as diet, BMI, etc.
- May also involve specific workout plans and unique games depending on the ailment
- Games involving not just mobile applications but with technologies such as Microsoft Kinect®, Google Glasses®, etc. integrated with cloud apps can not only record and track workouts, but also make the data available anytime, anywhere

Conclusion

Gamification imbibes metrics-oriented behavioral changes in players. Organizations are now more compelled to ride gamification to bring about a radical change in employee, vendor, and customer experience. In the decade to come, several emerging technologies, including gesture control, head-mounted displays and augmented reality will mature. This will further enable the use of gamification in many domains by seamlessly integrating technology into our daily lives. Will Gamification trend? Only time can tell.

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About the Author

Nagesh Deshpande is a Lead Consultant in the SaaS Center of Excellence, Advanced Technologies and Solutions at Wipro. Nagesh has over 12 years of extensive IT experience architecting and delivering Enterprise Client Server, Multi-Tier web based solutions across cloud and on-premise. He has a deep vested interest in evaluating and adopting niche technologies spanning human-machine interactions with Gamification as core. At present, he is driving creation of multiple integrated solutions and frameworks across SaaS platforms within Wipro's SaaS CoE.

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