



US company drives performance with gamification

The transportation network company
saw a 37% increase in productivity



Client background

Client: A US-based transportation network company

Industry: Transportation

Key Products & Services: Transportation network, app

Area of Operations: Worldwide

Number of employees: Over 10,000

Challenge

The global transportation network company uses high quality maps to deliver great experience to its users. There are continuous and consistent efforts to improve the mapping technology and its features. Many service providers assist the client with the mapmaking services and Machine Teaching engagement.

The processes that are supported by the service providers are dynamic and driven by fluctuating performance targets and policies. The changes in policies or tool features, at times, slowed down the service provider employees' performance and reduced motivation levels depending on the complexity of the change.

The client wanted to create a competitive work atmosphere where such changes would have minimum impact on the employee performance and help them meet their targets.

Solution

Wipro leveraged Gamification techniques to motivate and train the employees and give them real-time feedback on their performance.

Over a period, Wipro conducted a number of gamification activities, balancing the art of game design with the client's business goals, across all programs in client locations.

These games were aligned to the metrics essential for driving performance during particular periods and for making work more meaningful and fun.

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The focus of the Gamification techniques was improvement in productivity and quality across the teams.

Here are a few examples of the gamification techniques leveraged to improve productivity and quality:

- An activity inspired by Champions League involved selecting top 5 teams from each service provider and dividing them into groups inspired by Marvel & DC characters and running a competition among them.
- A competition inspired by Olympics involved teams categorized into different countries. Each sport, like boxing, weightlifting, swimming, etc., was linked to one metric and the top three teams were awarded points in the category of Gold, Silver and Bronze.
- An activity inspired by F1 was created to drive improvement of tracks (specific client metrics) that was critical during that period. It helped in 15-20% improvement.
- An activity had the team split into different clubs of cricket competing with each other. This improved quality score by 6%.

Business impact

Wipro was successful in creating high levels of engagement among the employees, leading to increased productivity and performance.

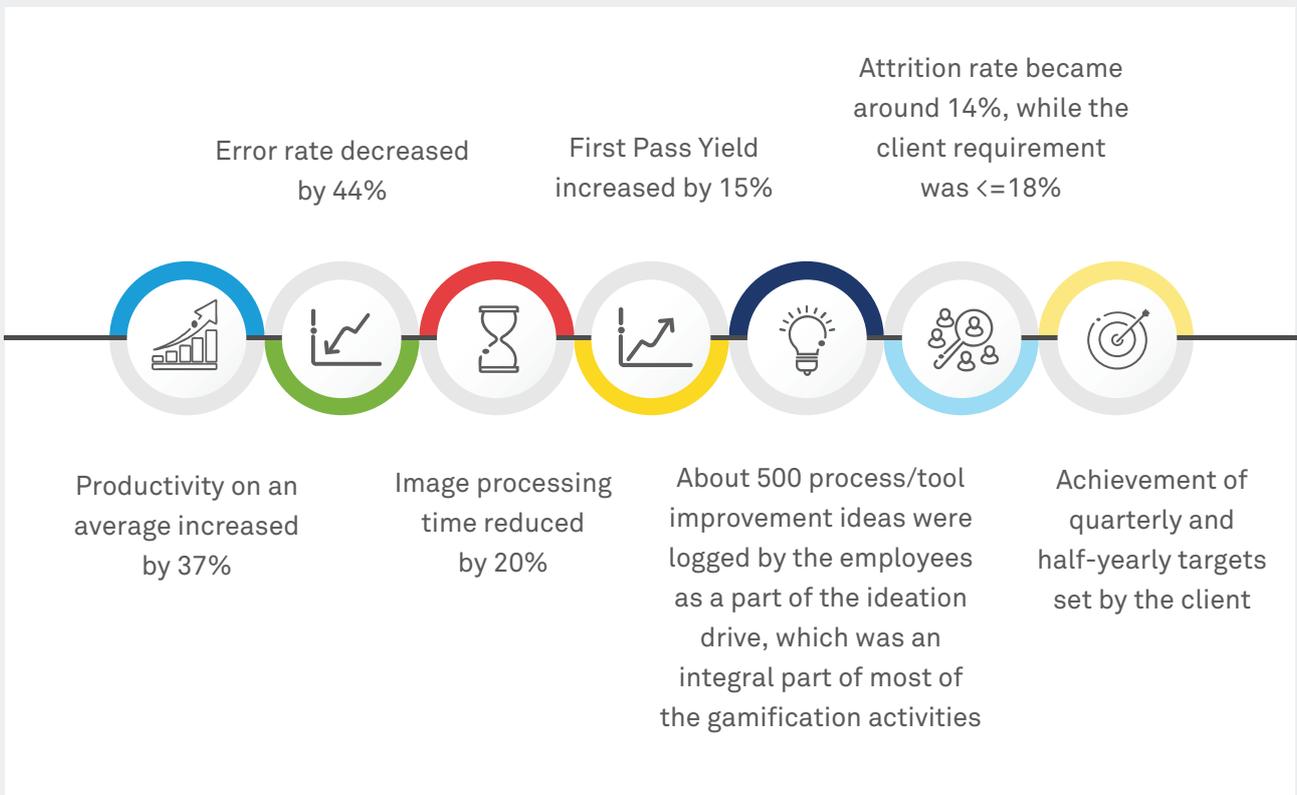


Figure 1 : Business benefits driven by Gamification techniques

“Gamification is a perfect way to harmonize all stakeholders towards a common goal. Fun, a sense of camaraderie, the adrenaline generated from small wins really add up, making gamification a great tool to win at the workplace. The client and the service provider teams combined to make all games and competitions a truly great experience, and the results were fantastic.”

Mark Allan Felsing,
Head - Travel & Transportation, Wipro



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