

Enterprise Gamification: Fostering “A Game” Employee Performance and Adding Play to the Work Day

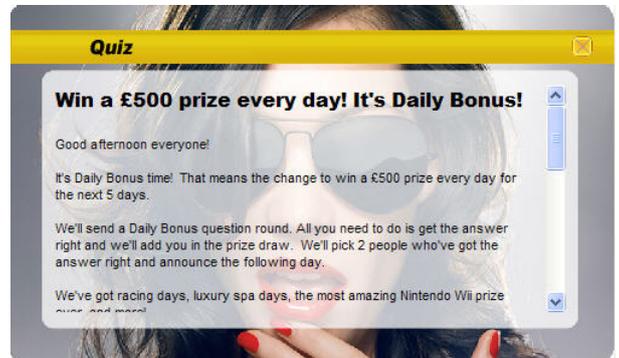
SnapComms blends *old school* motivational techniques with *next generation* game design to improve employee communications, enhance workforce learning, and increase overall morale.

Introduction

As the popularity of online gaming continues to explode, it's not surprising that organizations around the world are leveraging this technology trend to ignite and sustain positive employee engagement and interactive communications. Enterprise gamification has emerged in recent years as a way to effectively apply high tech online game design, thinking, and mechanics to promote morale and enrich the employee experience while encouraging desired behaviors or actions.

Enterprise gamification takes advantage of humans' predisposition to compete, even against ourselves. While companies have used this knowledge for a number of years to promote products and build brand loyalty with customers, it's now surfacing as an internal workplace tool to motivate and educate employees in a fun and entertaining manner.

Enterprise gamification and interactive online employee quizzes have become so prolific in fact that Gartner Research predicts by 2014; nearly 70% of the world's largest 2,000 organizations will be using it to achieve objectives in at least part of their business. Even more encouraging, Gartner also forecasts that enterprise gamification will be used as a tool to drive ingenuity by half of all companies that manage innovation and research. Why? Because enterprise gamification is a cost-effective way for organizations to achieve a broad range of internal business goals such as, improving employee communications, enhancing training and continued education, or increasing employee satisfaction.



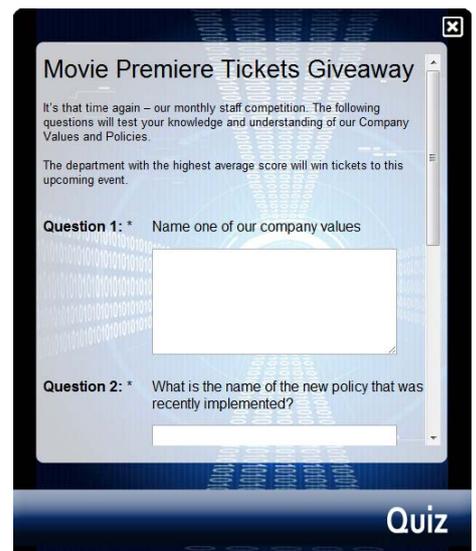
SnapComms: Ahead of the Learning Curve in Using the Power of Enterprise Gamification

In any successful organization, effective two-way communication is absolutely critical in:

- conducting new hire training
- improving and updating various work skills
- administering continuing education programs
- staying abreast of regulatory compliance statutes
- administering various human resource program
- and most other operational and business processes.

By harnessing the power of software programs, such as SnapComms, businesses can implement a much more impactful and innovative way to “get the message across”.

SnapComms, is a workplace solution comprised of a visually dynamic suite of interactive employee communication tools that creatively convey messages directly to employee workstation computer screens. Taking the traditional “Employee of the Month” to a whole new level, SnapComms incents and rewards employees through various blends of gamification strategies and online employee quizzes that make learning fun, engaging, and something to be anticipated, not avoided.



Desktop Employee Quizzes: Workplace Learning Has Never Been So Much Fun

SnapComms' desktop employee quiz tools enable employers to implement a turn-key solution that easily pushes questionnaires, tests, and various other messages to employees' computers. Employee quizzes pop up on screen in a visually appealing format, instead of arriving embedded as a static link in a corporate email. Increased participation rates are driven through automatic popup reminders.

Because keeping it simple keeps it effective, SnapComms desktop employee quizzes are easy to install and implement and quick to customize with options to include specific educational themes and integrate corporate branding, logos and images. Desktop quizzes can include humorous options and innovative reward structures in order to best capture, engage and excite all employees and allows administrators to select winners based on early entry times or randomly.

Spurring increased participation and sparking competitiveness, a key element of SnapComms solution also gives employee quiz administrators the ability to include a Leader Board. The Leader Board can display completion rates and rank participants



against their peers, if applicable and appropriate. Real-time reporting features enable instant results and rewards, an important factor in the success and acceptance of any motivational initiative.

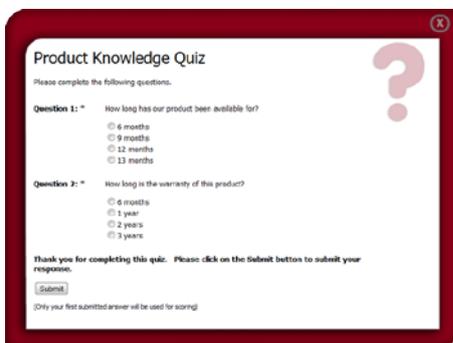
Additional SnapComms options include the ability to display correct answers and scores to users immediately upon submission and the capacity to target specific user groups or departments. Embedded research links help build understanding by quickly explaining and further defining correct quiz answers through other sources, such as the Intranet.



Reinforcing Key Messages and Recognizing Performance

Desktop employee quizzes are an effective way to strengthen important organizational messages as well as expand and assess employee skills and learning capabilities. Conveniently, SnapComms includes additional features designed to further engage employee participation:

- **Interactive Screensaver Messages** that can be customized to promote the employee quizzes and build anticipation and enthusiasm. Messages can promote the rewards and prizes and promptly recognize winners.
- **Desktop Scrolling News Feeds** that deliver the latest results quickly, announce and recognize winners, generate excitement, and include messages from the CEO or other key influencers.



Enterprise Gamification in Action

Software Company – Employs a desktop employee quiz to reach employees quickly and pose key questions to assess and evaluate their product knowledge.

University – Uses popup employee quizzes to deepen staff engagement and create a sense of community. Users compete for desired prizes such as event tickets and gift baskets/hampers. The first quiz implementation resulted in a 5% staff response within a minute and a 25% response by the end of the first day alone.

Internet Service Provider - Uses desktop quizzes to build employee engagement and to reinforce key training and values.

Travel Company – Uses desktop employee quizzes to assess comprehension and retention of key brand messages and the lessons shared during weekly brand tutorials.

Government Agency – Uses desktop staff quizzes as part of a continuous process improvement program and to boost morale and staff engagement.

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