



# 4 WAYS GAMIFICATION CAN HELP YOUR WAREHOUSE

Gamification, the process of adding games or game-like elements to tasks to encourage participation, has grown in popularity since the term was first introduced in 2002. In fact, the gamification market is expected to reach almost \$12 billion by 2021. Gamification technology has seen increased adoption across diverse industries because it provides recognition to players and reinforces community among users. The process of gamification can also deliver value in the warehouse environment to motivate employees and improve the quality of work.



## EMPLOYEE ENGAGEMENT

Gamification adds natural human competitiveness into the warehouse environment, adding fun to the routine and motivating people through competition. Creating a better workplace atmosphere also leads to lower employee turnover, which helps the bottom line.

Highly engaged employee teams result in **21% GREATER PROFITABILITY**

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## RECRUITING NEW TALENT

Gamification helps with the recruitment of younger, game-wise employees. Millennials and members of Gen X can also help you implement and integrate gamification.

**65%** of adults in the U.S. play video games

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## INSPIRING PRODUCTIVITY

Gamification helps with self-motivation, since employees can see how they stack up against their peers and take pride in their efforts. Along the way, employees can receive accolades and have fun, driving greater productivity.

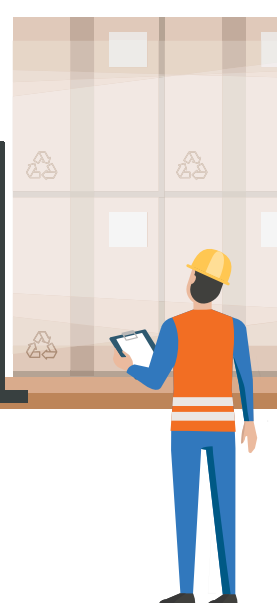
**87%** of employees feel gamification makes them more productive

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## ASSESSING PERFORMANCE

From the management perspective, gamification adds accountability, visibility, and transparency, making it easier to examine employee performance. Managers can also see productivity issues more quickly and provide feedback.



**74%** of employee feel they would be more effective with more frequent feedback

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