



compass  
by xoxoday



# The evolution of gamification

Accelerate sales through gamification, with  
zero payout hassles.



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## Introduction & History



In 1978, Richard Bartle, a world renowned game designer and researcher at the University of Essex, created MUD1 (multi user Dungeon). The program was a text-based system that exhibited multiplayer experiences for the first time and allowed people to share an online reality. Since then, the notion of gamification has evolved and has been adopted by industries; companies started introducing loyalty programs, apps like Foursquare, Bunchball, Chore wars etc. started developing.

The term gamification became popular in the year 2010 and started being used in the context of applying gaming principles & mechanics to non game engagements.

In the year 2011, the potential of gamification was realized at the first annual Gamification Summit. Gartner predicted that by 2014, 70% of global 2000 organizations would have at least one gamified application. It also predicted a whopping 80% fail in the applications incorporating gamification.

Since then, the domain has undergone a plethora of technical enhancements. In 2020, the industry was valued at USD 10.19 million with a CAGR of 25.10%. Gamification systems are increasingly being recognised as a means of architecting human behavior in order to induce innovation, productivity, or engagement, which is fueling this rise. These systems have also gone beyond their usual marketing applications. They are currently widely employed in advanced applications such as crowdsourcing.



## Gamification, at the core

There are many definitions of what gamification is, and what comprises it. Outside of digital or traditional games, gamification is a tool that may be used to motivate, keep individuals challenged, and urge them to achieve goals. It has the core mechanics of a common game concept, yet it may have unique rules or aesthetics too. Using basic gamification mechanics, any interface or subject can be gamified. It should have the following elements: achievement, challenge, motivation, story, rewards, punishments (optional & contextual).

A gamified application and a game-based application differ in the expected outcome. The former creates a game-like experience for real time targets that require external interaction. For example, take a health & wellness app, it has different levels, rewards & badges on successful completion of tasks assigned. All these make it a gamified app due to its external nature. Whereas a game based application like FIFA has an internalized interface, where the player has to carry out activities with the aim of achieving goals within the game.

## Application in industries (examples) - ubiquity

Gamification has virtually become a common aspect of software design across the board since it was recognised as a potent engagement technique.

If implemented in the proper circumstances and with the right ingredients, gamification has the ability to effect real-world change. It has the ability to influence daily routines, which is a highly strong feature in and of itself. In and of itself, the participatory experience that leads to behavior change is a triumph.



## **Advantages, key components**

Due to its ubiquitous nature, gamification finds its application in almost all domains. One of those verticals, where it can be leveraged, is employee incentive programs. Organizations constantly strive to develop employee engagement solutions to build loyalty and improve business efficiency.

In a Harvard Business Review study, 71% of organizations ranked employee engagement as very important to achieving overall organizational success, and yet only 24% said their employees were highly engaged. This is where gamification comes in. Gamification meets a current requirement in firms for employee engagement as well as sales and channel incentives. It increases employee engagement by including a fun element and recognising accomplishments, while also matching employee actions with corporate results. Gamification keeps players engaged and encouraged to keep playing by using feedback, acknowledgement, measurement, and rewards.

## **How Gamification can help to take your Incentive Plan to a whole new level?**

Incorporating a gamified software has many advantages. Let us look at some of the reasons how gamification can take your incentive plan to the next level

### **Induces fun & excitement in achieving targets**

In 2019, 79% of employees claim they have gained motivation and purpose at the workplace because of gamified activities. 69% of employees intend to stay with a company for 3+ years if they use gamified activities. Sales people are not motivated solely by incentive programs, recognition and winning are two other key factors which keeps them engaged. Gamification encapsulates all these elements to create a seamless, enjoyable and competitive environment.



## Catalyzes transparency

Gamification eliminates the need for managers to manually update the leaderboard. It also allows access to employees ensuring transparency at all levels.

## Allows rewarding with tangible outcomes

Gamifying sales incentive programs is a stepwise & all encompassing process, it is not limited to generating rewards and payouts at the end of a sales cycle. It is also about regular tweaks which result in a systemic behavioral change. Things like updating your CRM everyday, maintaining calling records, following up with my customers etc. These activities can be customized depending on your business operations and incorporated to make dashboards for your sales reps.

## Enables real time tracking

You may use gamification to incentivize various degrees of performance. It aids in the creation of a clear progression route that corresponds to the stages of the sale. You'll be able to monitor how a sales representative moves from booking appointments to more critical tasks and finally making a deal, for example. This allows you and your reps to communicate clearly.



**Where they are  
falling behind**



**What they need to  
do to get better**



**What can take them  
to the next level**

Now that we know how beneficial gamification principles are to employee incentive solutions, let us delve deeper into the key practices when it comes to integrating gamification software into your company's ecosystem.

## Know your TG

Every audience is different in terms of demographics and dynamics, and what works for one channel partner, sales team, or staff group may not work for another. It's all about identifying your audience. It is crucial to include your stakeholders in the decision making process. A survey can be circulated across the organization to understand their needs and expectations from a gamified software. \Customize dashboards - Leaderboards are a very crucial part of the gamification experience for your sales reps. Scorecards, nudges and notifications, groups, parameters to decide the incentives etc can be customized depending on the level of variability across these.

## Measure participation

As a manager, if you have access to the leaderboard statistics, the level of engagement of employees, their frequency of interaction with the gamified application, etc it would give you real time data about your sales reps. This could further help detect common and individual pain points to make the journey more seamless.

## Regular updation

Adding new and relevant game elements to the interface will generate excitement and make your employees more adaptive to changes. There is no rulebook for how frequent this should be, nor do you always have to introduce new features. It can also be interface related changes based on employee feedback.





## Build team dynamics

Unifying teams help you build a group of advocates whose rewards include mastery, autonomy, community, and peer recognition, rather than groups of subordinates working on tasks for compensation. Gamification builds cultures that provide fulfilling work and fantastic results.

## Deciding rewards

Rewards is an all encompassing concept, but more often than not companies associate it only with monetary benefits. It includes everything ranging from a discount coupon to a holiday voucher. It is also of paramount importance to reward behaviors and not just numbers. This fosters healthy work practices and helps employees pinpoint the inputs which leads to positive outputs. It increases productivity and enables employees to achieve overall business goals.



If you are wondering how gamification could be the tool to help deliver tangible results for your sales teams, here are some reasons why:



## Compulsion loop

Let us take an example of a top performing sales employee, Stella. Stella has been clocking the highest sales for the past 3 months and has been receiving appreciation for the same. But how do you ensure that she stays motivated for it for the next month too. If you incorporate gamification, Stella would know exactly what she could win and would want to consistently retain her position. This, in turn, would motivate her peers to join in for the same.



## Nudges

Sales reps have very specific KPIs assigned to them. But more often than not, these are erratic, standardized, and untraceable. To avoid this and to enable high customization level, a milestone based dashboard would be the way to go. For example, there are 2 sales reps - Casey & John. Casey is handling overseas accounts and needs to focus on the appointments made, and opportunities created. 20 points each can be allotted to these KPIs. Whereas if John is handling accounts in the headquarterd state conversions & tasks completed could be his KPIs with 25 points each. Not only, would this help in distinguishing employee functions but it would also enable sales managers giving it transparent weightages for further evaluation



## Onboarding and induction

Unlike other functions, sales is fairly dynamic right from the beginning. Gamification can be used to assist in the onboarding of new salespeople into a sales team. On their first days of work, new workers are typically apprehensive, eager to be liked, and befuddled. Getting to know your coworkers is an important part of integrating into the workplace. Any opportunity to introduce a new team member to the rest of the staff is an opportunity to get them involved in their work. When an employer develops a scoreboard within the company, for example, adding a new salesperson to the leaderboard would encourage friendly competition.



## How does compass help

### All-In-One product to Gamify Incentive Programs for Channel Partners



#### Configure, Design, Publish

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Integrate with Data Sources

Deployment Methods

Publish Commission plans



#### Engagement through Gamification

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Choose Game Template

Live Scorecards

Nudges-based Coaching

Easy Communication



#### Insights & Payments

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Personal & Boardroom Analytics

Audit Trails

One-Click Payments

Let us look at how Compass enabled gamification helped the logistics arm of India's largest E-commerce giant, launch an internal Reward and Recognition program to motivate and influence the efficiencies of their Delivery Executives. They wanted to leverage technology to create customized experiences by analyzing member data from multiple sources - including their CRM, biometrics, interests, platform usage, and other sources of data to discover user wellness activity. All the while, they wanted to ensure the highest levels of data privacy, security and compliance standards.

Compass enabled the logistics company by identifying pain points of the target audience by mapping their journey and chalking out three primary deliverables :-



## **Improving delivery efficiency**

The delivery incentive system seeks to recognize and reward executives for their delivery performance and to encourage them to do more of the right things that help delivery efficiencies. This incentive programme provided them with a variety of award categories at the hub, zone, and region levels. Every week, the shipping executives accumulate points based on a conversion slab system. At the end of a particular period, the chart's top performers are rewarded.



## **Reducing fake delivery attempts**

Similarly, delivery executives earn loyalty points on a weekly basis based on a reducing conversion slab system. The counterfeit delivery remuneration values are added to conversion points at the end of the testing period.



## **Providing performance visibility for the hierarchy**

For the incentive programme to complete its circle, it is critical that the hierarchy sees the accomplishments and scoreboards from the hub, region, and zonal levels. As a result, the managerial cadre was kept up to date as to who one's top performers are at various levels and were able to recognise and reward them for their efforts.

As a result, 79% became more elastic to incentives indicating that most of the delivery executives perform more for incentives.



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