

Gamification – An Innovative Business Strategy

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Abstract

Gamification is about taking the essence of games fun, play, transparency, design and challenge and applying it to real-world objectives rather than pure entertainment. In a business setting, that means designing solutions for everything from office tasks and training to marketing or direct customer interaction by combining the thinking of a business manager with the creativity and tools of a game designer. Millennials are totally comfortable with technology, and various researches also have shown that they crave variety in media and are born multi-taskers. Johari Window is a technique that aims to help people understand their emotional and physical relationship with self and other people. A gamified, highly engaging and successful training will ensure the increase of income within the company, excellent ROI and multiple benefits for the growth of employees. For better designing of gamification and understanding of customers, Companies can make use of AI (Artificial Intelligence) by collecting data like product interests, movement around the internet are better personalize marketing and sales pitch directly to the individual.

Keywords: Digital Marketing, Gamification, Johari Window, Millennials, Training

Introduction

Millennials and later generations were born into a digital world. These days, by the time the average American has turned 21, they've spent 6,000 to 9,000 hours playing video games, but only about 2,000 hours reading books. They have been fed on video games, and it means they learn and play differently from older generations. Millennials are totally comfortable with technology, and various researches also have shown that they crave variety in media and are born multi-taskers. Intuitively, it makes sense for training programs to use games, since Millennial brains are already working that way. The “gamification” means using game design techniques in

a non-game situation to engage users and reinforce a specific skill or concept. Training games use techniques from the game world like rewards, points, badges, frequent feedback, progression through many levels, etc., to make training more effective by making learning more fun.

DIGITAL MARKETING – AN OVERVIEW

Digital marketing is the process of promoting the brands and products using the electronic media. It mainly takes place on the Internet and other platforms such as mobile phones, digital displays and any other digital medium. It simply makes use of the digital technologies. Gone are those days when television and print media were the prime sources of advertising, now the trend impart the influence of internet and digital cum social media.

Digital Marketing is slowly taking the traditional form of marketing due to one simple reason, perhaps the only cost-effective way to get our message out and build a solid consumer base. Digital Marketing has leveled the playing field between huge organizations and small businesses. Digital Marketing is giving equal opportunity to present their product and services to startups, small business owners and brands.

Digital marketing sometimes known as data-directed marketing, it is a kind of system, where some digital technologies are used for the marketing of products or services. There are various digital technologies such as Internet, mobile phones, display promoting, and other digital medium. It is often exemplified as 'internet', 'online' or 'web marketing'.

What are the major components of digital marketing?

- **Past** -For a B2B company to succeed today, they will need to make their online presence felt. In the past, events, conferences, magazines, and advertisement could get companies in front of prospective buyers. While these tactics are still essential, it is vital that they are supported by a comprehensive digital marketing plan.
- **Present** -Modern B2B buyers are less likely to be swayed by expensive advertising campaigns. Instead, they are more inclined to conduct their own research online regarding potential tools and services that can help their business grow. Research has shown that

buyers will complete as much as 60% of the traditional sales process before the sales rep is engaged. This time is spent researching vendors online, weighing up the strengths and weaknesses of each offering.

- **Future** -An effective digital marketing plan can make all the difference when it comes to swaying key decision makers towards the product or service. To give the digital marketing plan as the best chance at success, it is important that it contains the following components.

The following are the key decision makers towards the product or service.

1. Value Messaging

The company's value message will be the foundation on which the digital marketing plan will be built. The digital marketing content should speak about the needs of potential buyers and introduce the value of the product or service. Before you create any content, you should be clear of the company's value messages.

2. Content Types

There are many types of content which is based on our digital marketing plan. Some of the most important pieces include:

- **Blog Posts:** Blogs have an essential role to play in B2B companies. You can make use of the blog to get across the company. Easy to update and maintain, blogging can also drive the SEO strategy. If you want to build an individual within the company's leadership into something of a leader in the field, the blog is the ideal platform for regular opinion pieces which can achieve this aim.
- **Case Studies:** Case studies will lend some credibility to the product or service. By demonstrating the proven potential of the product, you are much more likely to win new business. The biggest fear of key decision-makers is introducing software that doesn't deliver Return on investment. Case studies that showcase the success of the product can help to allay these fears. Ideally, you need to create case studies for each industry you are targeting.
- **e-Books:** eBooks provide a chance to go into more depth on a particular subject and educate potential buyers. By building up a reputation for thought leadership in a particular area, you can start to develop a degree of trust with prospects.

- **Newsletters:** Low cost, with proven ROI, newsletters are becoming an increasingly popular component of a digital marketing plan. To get the best results from email marketing, you must segment the database to deliver targeted content to the right people.
- **Webinars:** Not only will webinars help you to generate leads, they can also help to build a relationship with potential buyers. By providing high effective quality and engaging webinar content, you can start to realize these benefits at relatively low cost.
- **Info-graphics:** Info-graphics can be used to transform a complicated premise into an easy to consume piece of visual content. By providing an embed code alongside with the info-graphic, you can also start to realize some SEO benefits. Remember, 90% of the information that comes to the human mind is visual in nature. Make the most of our love for visuals by making info-graphics as an important component of the digital marketing plan.
- **Press Releases:** Press releases can be picked up by many publications, bringing some welcome attention on the company. You can help to build links which will help the SEO strategy. Take care as you put together press releases. They are not much cheap and, because they are so common, it might be difficult to stand out. Research by Dan Zarrella has shown that press releases with embedded pictures and links to video content can increase engagement by 18% for pictures and 55% for videos.
- **Landing Pages:** Much of the digital marketing plan will be based on driving website visitors to landing pages where they can fill out a form and download free content. Some tips to boost conversion rates include streamlining the form fields, creating powerful calls to actions (CTAs), and including customer testimonials on the page as social proof. You should test each element of the landing pages to help uncover what works best.

3. MARKETING AUTOMATION

Equipping the team with the best marketing plan soft-wear is vital. Marketing automation tools and services like HubSpot, Eloqua, and Marketo which act as the system of record for the team. Using these services can manage each campaign, create landing pages and emails, track website visitors, and send alerts to the sales team as leads are generated.

4. SALES ENABLEMENT

Sales enablement is an area that continues to grow in importance. Sales enablement is concerned with the systems and processes that equip sales reps with the right content whenever and wherever it is needed. Sales enablement software is an important component of the digital marketing plan because it ensures the content investment is not wasted.

5. CONTENT MANAGEMENT

Lots of digital marketing plan will center around high-quality content. Unless the content management system is sufficiently equipped to handle a high volume of content the marketing plan will suffer. Look towards content management tools and/or systems to integrate with existing workflows and systems. The content management should also be able to integrate seamlessly with new processes and systems in the likelihood of a re-organization.

6. SEARCH ENGINE OPTIMIZATION (SEO) STRATEGY

The higher you place in search engine rankings the better chance you have success with the digital marketing plan. There are a number of items to be considered as you develop the SEO strategy. Consider the types of search terms potential buyers would use as they search for the type of enterprise software you offer. Once you have collected a list of keyword search terms, you can start to develop the content which is required to start climbing up those search results.

7. SOCIAL MEDIA STRATEGY

Social media has an important role to play in the marketing plan. Research from IDG Connect shows 87% B2B buyers currently use social media in their purchase decision process. Effective social media tactics can help to promote the content. If you mention a high profile company and thought leader positively in the content, it is always an excellent idea to tweet the concern person. If they return the favor idea by sharing the content, it gets the content in front of a brand new target audience. Put together an amazing graphic which we use to guide our publishing schedule.

8. ANALYTICS

Tools such as Google Analytics are an important component of the digital marketing plan. Marketing automation services like HubSpot, Marketo, and Eloqua provide analytics around conversion rates and email open rates. Google analytics is where you want to spend most

of the time however, detailed analytics on page visits, bounce rates, and referrer information will inform the SEO strategy and can help pinpoint weaknesses in the content strategy.

9. LEAD NURTURING

Creating high-quality content and building the automated infrastructure that will see website visitors convert into leads is the first part of the marketing plan. You will need to implement a lead nurturing program for those qualified leads which do not immediately convert. Once again marketing automation software can be used in setting up some automated email workflows where you can share the latest content offerings with leads. This content can help to establish product preference before the prospects are ready to buy.

10. DIGITAL MARKETING PLAN GOALS

Setting some goals around the digital marketing plan will help you to understand what constitutes a success. Setting goals around the number of leads generated is all well and good, but ultimately you will be judged on revenue generated. Use the industry average for marketing contribution to revenue to gauge the success of the digital marketing plan.

WHAT IS THE JOHARI WINDOW?

Johari Window is a technique that aims to help people understand their emotional and physical relationship with self and other people. It is used in both a self-help context, group setting and in the corporate environment to improve individual and team performance.

The concept of johari window is explained in the following grid:

	Things known to me about myself	Things unknown to me about myself
Things known to others about me	ARENA	BLIND SPOT
Things unknown to others about me	HIDDEN ARENA	UNKNOWN ARENA

- **Arena:** Adjectives selected by both participant and others, representing personality traits that are known to both groups.

- **Façade:** Adjectives selected only by the participant, representing personality traits that outsiders are not aware of.
- **Blind spot:** Adjectives chosen by others that the subject doesn't select, representing personality traits the subject is not aware of.
- **Unknown:** Adjectives that were selected by neither party, either representing personality traits that don't apply to the participant or hidden traits that neither group are aware of.

Once the grid has been mapped, both the participant and the other contributors are given the opportunity to evaluate themselves by offering and experiencing the different games associated with different transactional elements in practice through digital mode.

Objectives

The following are the objectives of the present study

- To create a better level of engaging the customer using Gamification techniques with Johari Window concept
- To identify better understanding, simulation and fun concept using virtual market.
- To study on well-designed gamification system to increase creativity and beneficial to the potential customers

EMPHASIS ON GAMIFICATION

It is a design process that optimizes the human in the system, as it opposed to pure efficiency of the system. Gamification does not involve games but games element. It is simply absorbing the fun elements from the game.

Most systems are "function-focused" so that it is designed to get the job done quickly. Human-Focused Design remembers that the people in the system have many feelings, insecurities, and reasons why they want or do not want to do things, and therefore they need to optimize for their feelings, motivations, and engagement.

The reason to call it gamification is because the gaming industry was the first one to master human-focused design. Games have no other purpose other than pleasing the human inside.

GAMIFICATION AT SUCCESS STRATEGIES

1. IMPLEMENT A STREAK-BASED REWARD SYSTEM

A big trend handheld-device games is the notion of streaks. Players are rewarded for logging each and every day and completing certain simple tasks, which increases their likelihood of staying in the game for longer periods of time and making in-app purchases as they continue to invest in their progress.

2. FOCUS ON ELEMENTS THAT WILL DRIVE REFERRALS AND SHARING

Businesses should be looking at how gamification helps their virality, not just only looking at how to boost consumption. Think about how gamification can help to drive referrals or social sharing. There are many ways to bring gamification into the functions of the business or the usage of the products to achieve a network effect.

3. COLLECT USER OPINIONS

Businesses can leverage the gamification by collecting opinions on best-practice implementations. Gamification provides better and more active participation. It can also provide insights into any potential issues. Gamification has to be designed to achieve the required outcomes, and once a decision is made, it should be shared with the folks participating in this exercise.

4. ENCOURAGE WIDE-SCALE ADOPTION OF NEW CONCEPTS AND STRATEGIES

Any time when introducing a new concept, idea, product or strategy that requires wide-scale adoption in order to be successful, it should definitely leverage gamification to enhance security awareness programs by making it fun. The end results will be fewer security incidents and more reported events of suspicion.

5. MAKE IT SIMPLE TO LEARN BUT TOUGH TO MASTER

Games are a good way to enhance engagement. If the users don't easily understand what the main the goal is and how to reach there then won't get much engagement. If a user found that everyone can win it easily, they lose interest. Make it easy to understand but not so easy to win. Users need to be very skillful in order to integrating the actual product into this game and taking advantage of increased engagement.

6. MAKE BADGES OPTIONAL BUT VALUABLE

Sales force's "Trailhead" online learning and certification system is an excellent example of gamification done right. Instead of worthless "achievements" of some users interact with application which creates badges and tracks that users can optionally follow, and then give them a way to brag about those achievements on LinkedIn. Don't force and influence gamification on users, especially in the corporate sector.

7. TRACK AND REWARD HEALTHY EMPLOYEE HABITS

With so many fitness tracking devices on the market, many people are already finding ways to gamify their health and wellness by tracking steps, setting personal goals and even engaging them in competition among friends. Now-a-days some businesses are using these capabilities to help inspire healthier employees by creating challenges, encouraging participation and even offering rewards when goals are met.

8. DRIVE SALES

Organization are using gaming element for their products and services to integrate both marketing and sales to developing a program driven by augmented and virtual reality, pitting employees against one another, dealing with external challenges and collaborating from multiple locations. This can be especially helpful for selling emerging technologies in a new way.

9. LEVERAGE MOTIVATES THE SPECIFIC AUDIENCE

If the potential audience is focused on self-improvement, comparing previous results as a baseline will matter. It all depends on what the core motivators are for the audience and digging deep on those.

10. BE INTENTIONAL ABOUT ADDING VALUE TO THE USER EXPERIENCE

Adding an element of gameplay through achievements, progress tracking or scoring can be a great way to drive engagement and make things more fun and memorable. It can also reduce the cost on an experience, confuse the message or simply clutter the UI. Be intentional about why and how of the gamification can avoid these traps.

RESEARCH EVIDENCE FOR GAMIFICATION

Since gamification is emerging area and have major impact on achieving overall efficiency and motivated improved engagement level of the stakeholders irrespective of the business organizations. The worldwide research undertaken by many pioneer research organizations have published their findings to showcase the gaining importance of gamification in the recent scenario. The truth is that you can “gamify” or place game principles in just about any business function for any type of business to get desired results as long as the mechanics are properly designed and implemented.

- As per the ReportLinker published by TechSci Research, “The gamification market size in 2018 had a global value worth \$6.8 billion and predicted to register an impressive growth of 32%, reaching \$40 billion by 2024”.
- From the Metaari 2018-2023 Global Game-based Learning Market Report, the corporate sector worldwide will be the biggest buyer of game-based learning solutions with an expected CAGR of a very high 54% from 2018 to 2023. (Metaari 2018-2023 Global Game-based Learning Market Report)
- Federal agencies across the globe will account for a growth rate of 41.7% for game-based learning products while state and local government agencies will achieve 43.4% CAGR as highlighted by Metaari.
- In addition to the above points, it added the answer for the question, What are organizations looking to buy? This can be gleaned from the projected growth rates of three major game-based products and services – authoring tools and delivery platforms (45%), custom development services (43%), and packaged retail educational games (36.5%). The primary buyers of custom services are government agencies and corporations.
- eLearning Industry identified eight segments as major users of game-based learning solutions – corporations, consumers, federal government agencies, local government agencies, preschools, elementary schools, secondary schools, and educational institutions.
- In a 2018 – 2023 forecast of game-based learning growth rates for seven regions by Metaari, and submitted the research findings as Africa emerged with the highest growth rate of 60.1%, North America followed at 46.1%, Eastern Europe 42.8%, Western Europe 40.2%, Latin America 40%, Middle East 32.3%, and Asia-Pacific 27.0%.

INDUSTRIAL EVIDENCE OF GAMIFICATION

SaaS market analyst undergone gamification market analysis and reveals that it cost US companies more than half a trillion dollars every year because of disengaged employees. That is a huge toll for employers when workers are not focused on the job. Gamification adoption statistics show that organizations are using gamification not only to strengthen employee work engagement but also to maximize sales. This comprehensive list of companies that achieved high ROIs due to gamification is proof of its positive impact on business. The following are the great industrial evidence which are supports the need for gamification in the organization to influence the employees and customers and other stakeholders to improve the overall proficiency.

- European CEO spotted 50% of business transformation programs fail because of poor employee engagement.
- Talent LMS narrated employees are open and positive about gamification. 97% of employees above the age of 45 agree that it would help improve work, 87% agree that it makes them more productive, and 85% would spend more time on gamified software.
- Convoso stated 50% of employees don't use the software that the company provides.
- Talent LMS mentioned 80% of employees enjoy using gamification software solutions at work.
- Convoso insists 88% of employees do not use social software or platforms.
- eLearning Learning highlighted 80% of US workers believe learning that is game-based is more engaging. And Company gamification training features are said to increase by 60% the level of employee engagement and enhance productivity by up to 50%.
- EHS Today specifies 35% – 60% recall performance by employees who undertook gamified training using retrieval practice combined with quizzes or course content. ()
- Gamification is also being used to enliven customer engagement since 54% of customers are not active in loyalty programs and 69% of clients do not join or participate in online forums and communities as pointed out by Convoso.
- Deloitte reported that 30% – 40% increase in online customer interactions was experienced by content and media companies using gamification.

- Up to 7X conversion rate has been achieved by companies using gamification as mentioned in the Neil Patel Blog.
- The five best gamification tools for sales teams are LevelEleven, FantasySalesTeam used by HP, Hoopla, Ambition, and Bunchball Nitro used by IBM, SAP, and Salesforce as specified by eLearning Learning.
- Bitcatcha claims that 50% of startups are reportedly integrating gamification into their strategy.

The following are the real time experience of gamification in various industrial platforms,

- **OPower**

OPower makes people responsible for their energy consumption. Energy is a serious issue in the world. OPower works to solve this problem by utilizing gamification to encourage people to use less energy. OPower works with utility companies to provide households with data on how much energy they are consuming, how they match up with neighbors, and if they are close to any new milestones. According to Opower, it brought impressive results. People noticeably started to consume less energy.

- **RecycleBank**

As we know, there is a serious trash problem in the world. The trash needs to go somewhere, and they generally go into landfills. The problem is, many products can take 100-400 years to decompose, and we are slowly running out of landfill space. RecycleBank was created to encourage people to recycle more and reduce landfill trash by awarding points for recycling, saving energy, and answering sustainability quizzes and pledges. Points are redeemable for actual goods at WalMart, BestBuy and more places, as city government pays RecycleBank for reducing landfill waste.

- **Zamzee**

Zamzee makes Kids active by making them run. Studies show more and more children have obesity, diabetes or even worse diseases. Zamzee tracks their activities when they run around and has missions that are designed to get kids excited. Kids can upload their activity data onto a website and see how many points they received and whether they have

accomplished interesting challenges as well as earned badges. Zamzee has concrete data to show that the activity rate of children increased by 59%.

- **Jillian Michaels**

Jillian Michaels encourages users to stay on track with her fitness programs using gamification techniques for a number of fitness challenges. With a multitude of challenges to choose from, users can select a program that's most closely aligned with personal goals and lifestyle. Each challenge uses its own set of gamification techniques, such as contests and prizes, badges, partner and group challenges.

- **Payment gamification**

It is a new innovative and crispy technology which is a wow factor during the e-Commerce purchase of a customer. As it evolving technology, the early adopters find their own way of doing it. Paytm was an early adopter of Payment gamification in India. When they first entered into the wallet business, they provided 10% discounts on the total cost if they make the payment processing with Paytm wallet. Once Paytm gained a considerable number of customers, providing 5-10% discounts were no more an economic way to attract users. At this point of time, they introduced gamification techniques to be economical. So every 5th and the 10th customer will be getting cash back, and it worked like a lottery. So any random purchase could win cashback while using Paytm.

CONCLUSION

Thanks to the benefits of gamification in training the employees and engaging the other stakeholders for long while will be able to find again the inspiration and excitement within their online training programs. A gamified, highly engaging and successful training will ensure the increase of income within the company, excellent ROI and multiple benefits for the growth of employees. Gamifying the customer service environment is not just a one day work. The technologists, marketand quality brainstorming need to analyze whoare their potential customers.For better designing of gamification and understanding of customers,Companies can make use of AI(Artificial Intelligence) by collecting data like product interests,movement around the internet are better personalize marketing and sales pitch directly to the individual.Games have become the new thing and without a doubt, the gaming industry is the most powerful

industry in the entertainment domain, when compared to other forms of entertainment like music or movies. That's why it can't be pulled off the education or learning programs both on institutions and companies around the globe.

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