

Implement Gamification to Improve Enterprise Performance

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Abstract: This paper explores the concept of gamification, its core elements, and its potential benefits for an enterprise. It examines the various ways in which gamification can be used to improve overall performance. Gamification of Business processes can help companies improve efficiency, performance, and outcomes from Business Partners like Suppliers, Employees, and Customers.

Keywords: Enterprise performance, Gamification.

1. Introduction to Gamification: Definition and Principles

Gamification [1] is the application of game design principles and mechanics to non-game contexts, such as business, education, and healthcare. It involves using game elements such as points, badges, leaderboards, and challenges to motivate and engage individuals in tasks that are typically not considered enjoyable or fun.

The use of gamification in the enterprise environment [2] has gained significant attention in recent years as a means to improve employee engagement and performance. By incorporating game mechanics into business processes and training programs, organizations can create a more engaging and enjoyable work environment, which can ultimately lead to improved productivity and performance.

The principles of gamification [3] are based on the idea that humans are naturally motivated by competition, achievement, and reward. By incorporating these elements into work processes, individuals are more likely to remain engaged and motivated, even when completing tedious or repetitive tasks.

Some of the key principles of gamification as shown in figure 1 include:

Points and Leaderboards: By tracking and displaying individual and team performance through points and leaderboards, individuals are motivated to improve their performance and compete with others.

Badges and Achievements: Badges and achievements provide individuals with a sense of accomplishment and progress, which can help to maintain motivation and engagement.

Challenges and Goals: Setting challenges and goals provide individuals with a clear objective and a sense of purpose, which can help to maintain focus and motivation.

Feedback and Rewards: Providing feedback and rewards for performance can help to reinforce desired behaviors and actions and can also provide individuals with a sense of recognition and appreciation.

2. Benefits of Gamification in the Enterprise Environment

The use of gamification in the enterprise environment [2] can provide a range of benefits for both employees and organizations. Here are some of the key benefits:

Increased Employee Engagement: Gamification can help to create a more engaging and enjoyable work environment, which can lead to increased employee engagement and motivation. Employees are more likely to remain focused and committed to tasks when they are presented in a way that is challenging and rewarding.

Improved Supplier Performance: Gamification can be used to improve supplier performance and engagement by providing training and recognition opportunities to suppliers, building stronger relationships with suppliers and creating a sense of competition, and providing rewards for achieving targets, gamification can encourage suppliers to



Fig 1: Gamification for Enterprise

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engage in continuous improvement efforts and achieve specific business objectives.

Improved Customer Engagement: Gamification can be used to encourage customer loyalty and increase sales. By creating a rewards program that uses game mechanics to incentivize customers to make repeat purchases and engage with the brand, Starbucks was able to create a more engaging and rewarding customer experience.

Increased Collaboration: Gamification can be used to encourage collaboration, which can lead to improved communication and productivity. By creating challenges and goals that require individuals to work together, organizations can promote a culture of collaboration and cooperation.

3. The Science of Motivation: Understanding How Gamification Motivates business partners

Motivation [4] is a critical factor in the success of any enterprise, and gamification is a powerful tool for motivating employees and business partners. Understanding the science of motivation can help organizations design and implement effective gamification programs that encourage desired behaviors and outcomes.

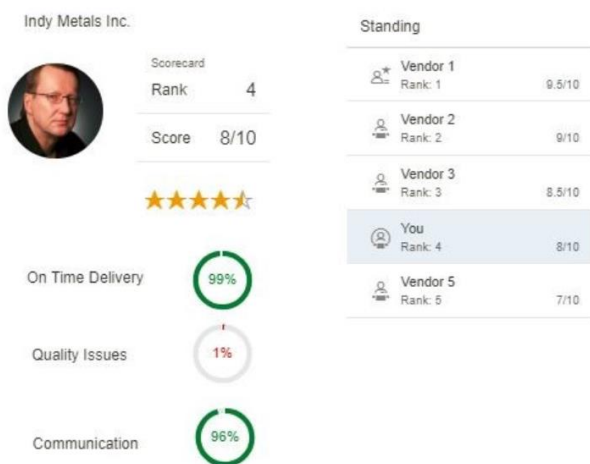


Fig 2: Supplier scorecard

Here are some of the key ways that gamification can motivate business partners:

Competition: By incorporating leaderboards and challenges, organizations can create a sense of competition among business partners. This can motivate partners to perform at their best and strive for excellence, A sample leaderboard is shown in figure 2.

Achievement: Providing badges and achievements for completing tasks or reaching milestones can provide partners with a sense of accomplishment and progress, which can help to maintain motivation and engagement.

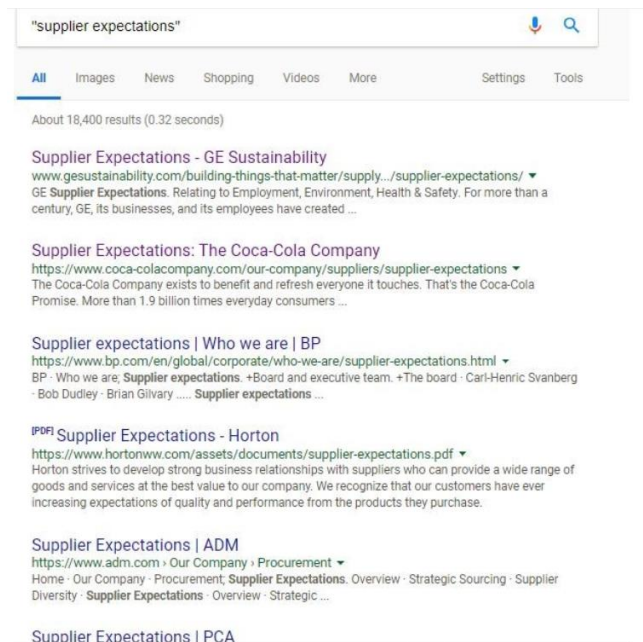


Fig 3: Gamification expectations

Goal setting: Setting clear goals and objectives can help partners to remain focused and motivated. By breaking down larger goals into smaller, achievable objectives, organizations can help partners to stay on track and feel a sense of progress, Supplier expectations can be made available to set equal goals for all vendors as shown in Figure 3.

Rewards: Providing rewards for desired behaviors and outcomes can help to reinforce positive actions and encourage continued motivation. Rewards can be tangible, such as financial incentives, or intangible, such as recognition and appreciation.

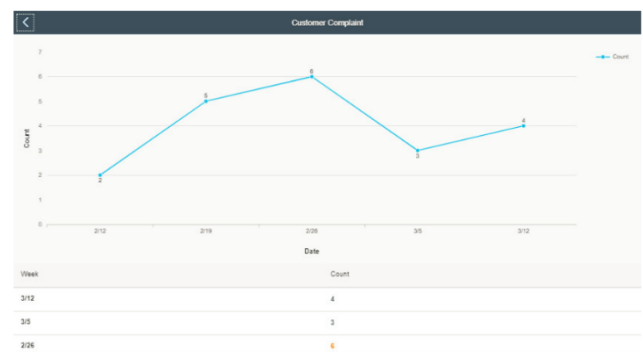


Fig 4: Complaint tracking

Feedback: Providing regular feedback on performance can help partners to understand their strengths and weaknesses and adjust as needed. This can help to maintain motivation and ensure that partners are on track to meet their goals, as example Complaints can be tacked and shared with suppliers as shown in Figure 4.

By understanding the science of motivation, organizations can design and implement gamification programs that are tailored to the specific needs and goals of their partners. By

tapping into the natural human desire for competition, achievement, and reward, organizations can create a more engaged and motivated partner network that is aligned with business objectives.

4. Designing Gamification Programs to Meet Specific Enterprise Needs

Gamification can be a powerful tool for improving enterprise performance, but it is important to design gamification programs that are tailored to the specific needs and goals of the organization. Here are some key considerations for designing gamification programs that meet specific enterprise needs:

Identify Specific Goals and Objectives [5]: The first step in designing a gamification program is to identify specific goals and objectives that the program is intended to achieve. These goals should be aligned with broader business objectives, such as increasing productivity, improving customer satisfaction, or increasing employee engagement.

Understand the Target Audience: Understanding the preferences, motivations, and needs of the target audience is critical in designing an effective gamification program. This includes considering factors such as age, job role, and work environment, and tailoring the program accordingly.

Choose Appropriate Game Mechanics: Game mechanics are the elements that make gamification engaging and enjoyable, such as points, badges, and leaderboards. Choosing the appropriate game mechanics is critical in encouraging desired behaviors and outcomes, and should be aligned with the specific goals and objectives of the program.

Develop a Clear Progression Path: Developing a clear progression path that outlines the steps required to achieve the desired outcomes is important in maintaining motivation and engagement. This includes setting clear goals and milestones and providing regular feedback and recognition for progress.

Provide Appropriate Rewards: Providing appropriate rewards for desired behaviors and outcomes can help to reinforce positive actions and encourage continued motivation. Rewards should be aligned with the preferences and motivations of the target audience and should be tailored to the specific goals and objectives of the program.

Measure and Analyze Program Effectiveness: Measuring the effectiveness of the gamification program is critical in identifying areas for improvement and ensuring that the program is aligned with business objectives. This includes tracking metrics such as engagement, performance, and ROI, and making adjustments to the program as needed.

5. Measuring the Effectiveness of Gamification in Improving Enterprise Performance

Measuring the effectiveness of gamification [6-8] in improving enterprise performance is critical in identifying areas for improvement and ensuring that the program is aligned with business objectives. Here are some key metrics and approaches for measuring the effectiveness of gamification:

Engagement Metrics: Tracking engagement metrics such as participation rates, completion rates, and time spent in the program can provide insight into the level of engagement and motivation among employees or partners.

Performance Metrics: Tracking performance metrics such as productivity, sales, or customer satisfaction can provide insight into the impact of the gamification program on specific business outcomes.

ROI Analysis: Conducting an ROI analysis can provide a comprehensive evaluation of the cost-effectiveness of the gamification program, taking into account factors such as program costs, employee or partner time spent in the program, and the impact on business outcomes.

Qualitative Feedback: Gathering qualitative feedback from employees or partners through surveys, focus groups, or interviews can provide insight into the effectiveness of the program, including areas of strength and opportunities for improvement.

A/B Testing: Conducting A/B testing, where two groups of employees or partners are randomly assigned to different versions of the gamification program, can provide insight into the impact of specific program elements on desired outcomes.

By using these metrics and approaches to measure the effectiveness of the gamification program, organizations can identify areas for improvement and ensure that the program is aligned with business objectives. It is important to regularly evaluate and adjust the program as needed to ensure its continued effectiveness.

6. Case Studies of Successful Gamification Programs in Enterprises

Microsoft - Microsoft implemented a gamification program called "The Ribbon Hero" [9] to help users learn how to use Microsoft Office Ribbon. The program used game mechanics such as points, badges, and leaderboards to incentivize users to learn and master different features of the Ribbon. The program was highly successful, with over one million downloads and an average user rating of 4.5 stars.

IBM - IBM implemented a gamification program called "Innov8" [10] to help employees learn about business process management. The program used a simulation game

to teach employees about different business processes and how to improve them. The program was highly successful, with over 60,000 downloads and an estimated \$200 million in new business opportunities.

Deloitte - Deloitte implemented a gamification program called "Deloitte Leadership Academy" [11] to help employees develop leadership skills. The program used game mechanics such as points, badges, and leaderboards to incentivize employees to complete leadership development courses. The program was highly successful, with over 25,000 active users and a 37% increase in the number of employees who feel confident in their leadership skills.

Samsung - Samsung implemented a gamification program called "Samsung Nation" [12] to incentivize employees and partners to learn about Samsung products and improve their sales performance. The program used game mechanics such as points, badges, and leaderboards to incentivize employees and partners to complete training courses and meet sales targets. The program was highly successful, with a 500% increase in training completion rates and a 70% increase in sales performance.

Cisco: Cisco, a technology company, implemented a gamification program [13] to encourage its partners to sell more of its products and services. The program used game mechanics such as rewards, challenges, and leaderboards to motivate partners to increase their sales, resulting in a 10% increase in sales and a 9% increase in partner satisfaction.

7. Conclusion

In conclusion, a gamification is a powerful tool that can be used to improve enterprise performance by motivating employees, customers, and suppliers to engage in specific behaviors and achieve specific goals. By incorporating game mechanics such as points, badges, leaderboards, and rewards, gamification programs can create a more engaging and rewarding work environment, improve customer satisfaction and loyalty, and encourage suppliers to meet or exceed performance targets.

However, to be effective, gamification programs must be designed with specific business objectives and user needs in mind and must be continuously monitored and adjusted to ensure their effectiveness. Additionally, it is important to avoid using gamification as a replacement for intrinsic motivation, and to ensure that the program is aligned with the organization's values and culture.

Overall, implementing gamification can be a valuable strategy for organizations looking to improve their performance and achieve specific business objectives. By understanding the principles of gamification, designing effective gamification programs, and measuring their effectiveness, enterprises can harness the power of gamification to drive engagement, improve performance,

and achieve their goals.

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