

GAMIFIED TRAINING PROMOTION

The Mission: Increase knowledge and engagement in retail sales program participants by creating and building a gamified user experience centered around the game of soccer.

THE CHALLENGE:

Motivation Technologies was tasked to concept and develop a virtual training module that not only disseminated learning material in a compelling way, but also added an edge of competition between participants. Keeping the competition and learning web-based and making it accessible to users in different regions of the world, would further extend the company's reach among tech-savvy advocates.



THE OBJECTIVES:

- Increase learning activity completions on the program website
- Encourage program members to interact on the website daily
- Engage users through friendly competition
- Provide rewards to motivate participants to complete training

THE PLAN:

Develop an interactive virtual game that educates and involves program members in multiple regions of the world. The game would necessitate the completion of learning activities prior to gameplay and utilize incentives and daily quizzes to ensure an active user base throughout the competition.

THE SOLUTION:

Using gamification as both a learning and engagement tool, Motivation Technologies created the gamified promotion. Participants accessed the promotion page via the program website, discovering an innovative soccer game simulation. Participants received up to five chances each game to answer a question and move the soccer ball down the field to take a shot at the goal. Scoring 80 percent or higher in each game earned the player credits. Motivation Technologies implemented a leaderboard to track the competitors by country and showcase the winners. The program awarded prizes daily, weekly and at promotion's end to players ranking at the top of the leaderboard.

THE RESULTS:

Over the duration of the promotion, Motivation Technologies observed a significant increase in training completions and had many unique participants. Contributing factors to the success of this promotion were the engaging theme, great prizes, a strong focus on required trainings, an attainable four-week time frame, and understandable requirements and goals. Retail sales professionals, in 38 countries, experienced an original, engaging method of increasing their knowledge, while competing for industry-relevant prizes.

