



GLOBAL PEER-TO-PEER TRAINING COMPETITION

The Mission: Grow the knowledge base of our retail sales program users with a distinct sense of competition, creating a fun activity rewarded by program credits.

THE CHALLENGE:

To create a fun and engaging game to be used as an ongoing content reinforcement mechanism. This alternate form of gameplay/learning must be unique and different from anything else with respect to gamified learning.

THE OBJECTIVES:

- Encourage participants to regularly return to the site
- Incentivize the participants by awarding multiple badges
- Allow participants to compete against other participants across the world
- Offer the opportunity to play and challenge competitors daily

THE PLAN:

Concept and construct an interactive virtual arena within the program website that would encourage participants to challenge other retail salespeople in the program to answer questions in a learning battle.

THE SOLUTION:

Motivation Technologies created a global peer-to-peer training competition within our retail sales program website. This new game portal allows participants to challenge other players to match wits and earn credits for correct answers and speed of play. The game portal would encourage daily return visits to drive activity and reinforce learning.

Upon entering the game portal, players are presented with a list of challengers from which to choose. Players have 60 seconds to answer five questions. The player with most correct answers in the shortest time wins. Players can play a limited number of challenges each day, but more plays are earned by completing trainings.

THE RESULTS:

The game portal has been active since the summer of 2017, with new features and questions added to the pool regularly. Results show a consistent activity rate across all geographic regions, driving training completions and leading to an astounding total of more than two million games completed.

