

# Gamification in business

The goal of this poster is to give the explanation of Gamification and provide the brief view on its use in corporate environment and startups.

**Gamification** is defined as the application of game design elements in non-game contexts to motivate participation, engagement, and loyalty.

Gamification techniques are designed to leverage people's natural desires for socializing, learning, mastery, competition, achievement, status, self-expression, altruism, or closure, or simply their response to the framing of a situation as game or play.

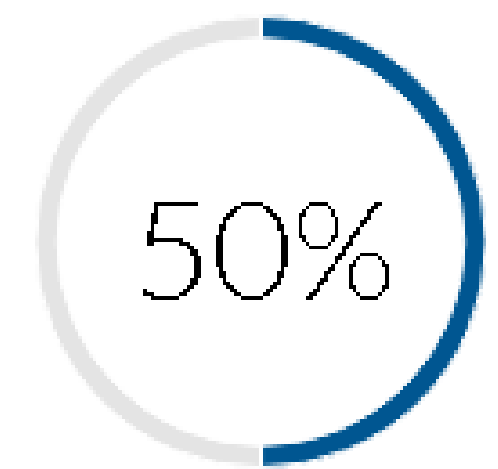
[A. Rapp (2015), A Qualitative Investigation of Gamification: Motivational Factors in Online Gamified Services and Applications, "Gamification: Concepts, Methodologies, Tools, and Applications"]

## Benefits of gamification for business:

Gamification is widely used in various business areas, regardless of the size of the company. Its use bring real benefits for the company:

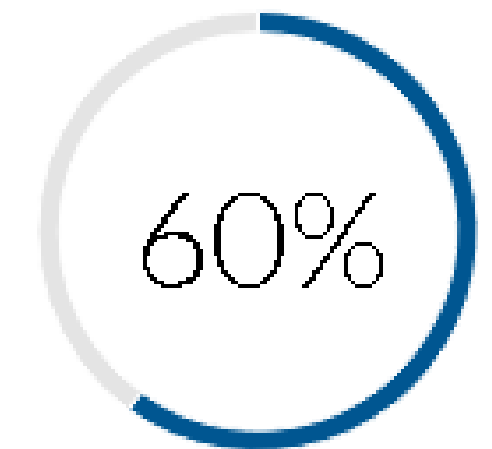
- Increase customer retention
- Improves productivity
- Increases motivation
- Encourages creativity
- Enhance synergy and collaboration
- Increase involvement
- Transmits corporate image
- Drive innovation

[A. Narayanan (2014), Gamification for Employee Engagement]



[Source: <https://financesonline.com/gamification-trends/>]

INCREASE EMPLOYEE ENGAGEMENT



ENHANCE EMPLOYEE PRODUCTIVITY

## AREAS OF APPLICATION:

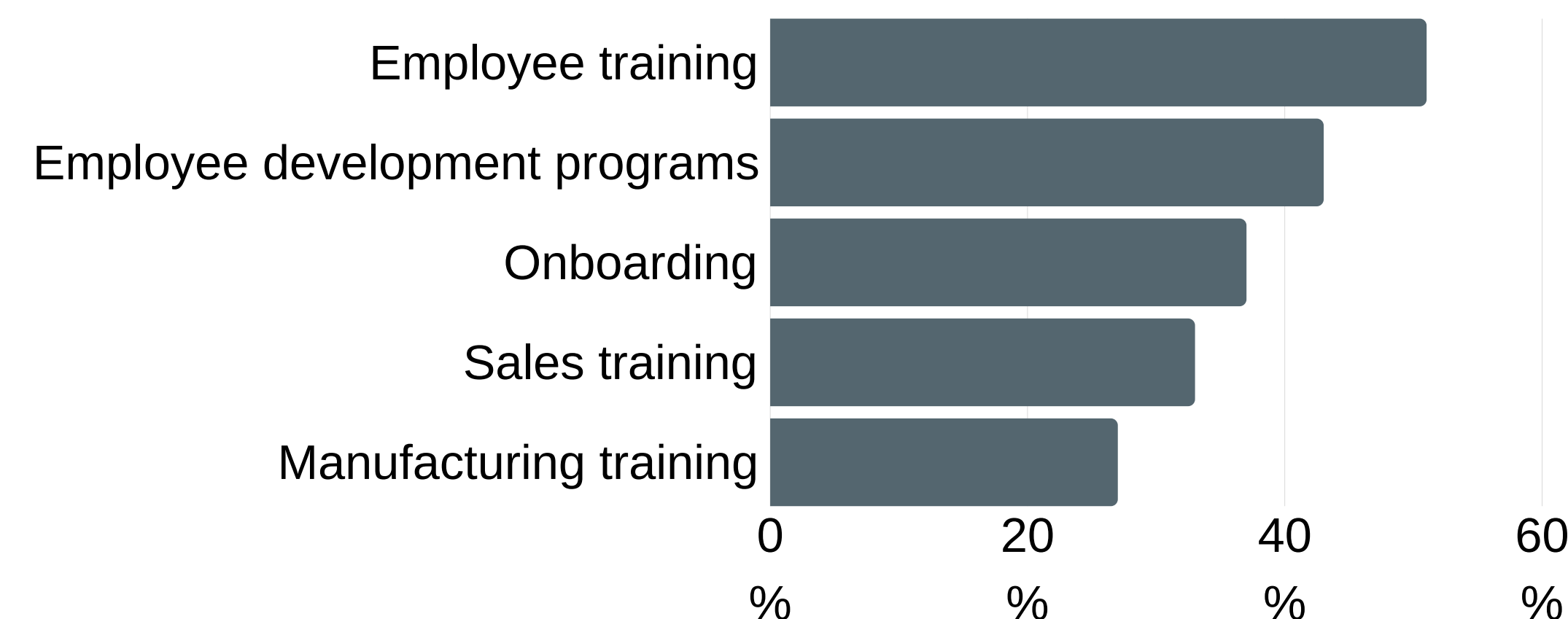
- MARKETING
- EMPLOYER BRANDING
- INTERNET SALE
- FINANCES
- HR
- CSR



## Gamification in corporate environmental:

- Gamification is used in setting and achieving business goals.
- Corporations use gamification techniques in almost every area of their business. Elements of gamification are used, among others in recruitment, sales process, marketing and corporate training.

## The use of gamification in selected processes in organizations:



[Source: <http://webcasts.td.org>]

## Gamification in startups:

- Basing on gamification can be one way to stand out from the crowd of startups.
- Startups use gamification as one of the strategies to increase product value in the eyes of the customer, which allows them to manage customer engagement and loyalty.
- A common problem for startups is the lack of funds and difficulty in paying content creators salary, the solution is gamification, people reward each other (badges) and gain the favor of the community, winning a place in various rankings.