

# Increase User Engagement with Gamification

Adding game-like elements  
to real-world activities



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## Increase User Engagement with Gamification

In the effort to deepen customer and employee engagement and build a stronger, more loyal audience, gamification is increasingly being applied at different stages of the digital consumer journey.

Gamification is the concept of introducing fun and engaging elements of gaming into real-world activities. It is building products, services and business cultures that tap into our love of competition and our desire to be entertained.

Gamification is being used primarily in two ways:

### Brand Loyalty

Major brands looking to attract customers in a crowded global marketplace use gamification elements to turn potential digital consumers into repeat customers and brand ambassadors. Because these customers engage with their brand constantly regardless of whether a purchase is taking place, the need for a fun, inspiring experience is critical. This increased customer engagement builds loyalty, reduces marketing costs and boosts revenue.

### Keeping Employees Engaged

In the workplace, positive competition can motivate employees, promote teamwork and increase productivity. Leader boards, team challenges and public recognition can change employee attitudes from chasing targets to winning the game.





## RWS Moravia's Gamification Services

At RWS Moravia, we work on building strong enterprise gamification strategies that ensure interactive user experiences that benefit your business internally, externally or both. We offer a number of services to help you create the fun and excitement that stimulates activity while still monitoring performance and growth.

Our gamification services include:

- › **Strategy**—Looking at your goals and existing digital infrastructure, we work with you to see where gamification can help your business.
- › **Activity identification and reward points**—We can build and deploy a rewards points scheme that will keep your customers and employees engaged with your brand at every stage of interaction.
- › **Digital integration**—We create plug and play solutions for web-based platforms and mobile apps, making the integration process simple and seamless for you.
- › **Configuration**—We provide a comprehensive control panel which allows you to control all gamification elements. The control panel is designed to be easy to use and intuitive regardless of the user's technical ability.
- › **Reporting**—We allow you to continuously monitor the performance of various gamification elements by putting a customized reporting interface in place.
- › **Analysis**—We review the effectiveness of your gamification program by looking at usage levels and how it is benefitting your business.



## Our Gamification Framework

We employ the **Octalysis framework** created by Yu-Kai Chou. It touches on eight human drivers that combine to increase a user's intrigue, enjoyment and engagement.

- › **Meaning**—Users devote time to create things for their entire community, gaining a sense of moral meaning to their actions.
- › **Accomplishment**—Making progress, developing skills and overcoming challenges feed the user's inner drive and our human desire to achieve.
- › **Empowerment**—This happens by building in creative mechanisms that allow users to have choices and feel in control of their digital activity.
- › **Ownership**—Working on our basic want to “own” things, particularly our own image, users are encouraged to take ownership of their profile or avatar.
- › **Social influence**—This draws on the social elements that drive people, including mentorship, acceptance, social interactivity, companionship, competition and even envy.
- › **Scarcity**—Users feel more inclined to want something if they cannot have it. This works on the gaming concept of getting users to return at a certain time to get a reward because it is not available to them now.
- › **Unpredictability**—We are a naturally curious species and want to know what happens next. And when we don't know, we spend more time thinking about it.
- › **Avoidance**—When opportunities are drifting away from users, they will feel the need to act before the opportunity is gone forever.



## Our Approach

- › Analysis to determine goals;
- › Identify target users;
- › Design gamification strategy;
- › Implement gamified solution;
- › Gain client and user feedback;
- › Amend and improve gamified solution; and
- › Update and redeploy.

## Gamification Techniques

RWS Moravia's dedicated team has developed a variety of data-driven techniques to motivate user actions and add value to any business.



Points



Badges



High-Five



Crowning



Avatars



Leaderboard



Milestone  
Unlock



Rolling  
Rewards



Anticipation  
Parade



Magnetic  
Caps



Rightful  
Heritage



Fixed Interval  
Rewards



Trophy Shelf



## Features

RWS Moravia's gamification solution incorporates a variety of top-of-the-line features:



Plug and Play  
Integration



Leaderboard  
Appearance



Analytics and  
Reporting



Points Summary  
and History



Social Media  
Integration



Activities  
Configuration



Levels and Points  
Configuration



Badges  
Customization



User Profiling  
(Private and  
Public View)



User Journey



Avatar  
Configuration



Gamification  
Areas and Events  
Identification

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## Increase User Engagement with Gamification

### Enjoy

Creating fun in all areas of our lives increases our attention. Gamification drives user participation, engagement and loyalty that can benefit products, services, apps, websites, communities and business cultures.

### We are RWS Moravia.

We are a top-tier language services company with a team of experts ready to keep your employees engaged and excite your customers by embracing gamification. Connect with us at [rws.link/moravia](https://rws.link/moravia).

