Show Me the Numbers — Five Case Studies Illustrating the Effectiveness of Games and Gamification for Learning

Dr. Karl M. Kapp

By Karl M. Kapp
Bloomsburg University
Gamification of Learning & Instruction
BLOG: http://karlkapp.com/kapp-notes/

Keep up with my blog at http://karlkapp.com/kapp-notes/
Poll Question

• In terms of games and gamification for learning, are you...
  A. Doing it currently.
  B. Thinking about it.
  C. Just curious.
  D. Want to do something but don’t know where to start.

Agenda

• What type of business results can be expected from games and gamification?
• What elements of games and gamification lead to success?
• What tools are used to create games and gamification results?
• What are the “Lessons Learned” from the five case studies?
Elements

• Repetition
• Distributed Practice
• Story/Narrative
• Characters
• Socialization
• Clearly Defined Rules
• Points, Badges and Leaderboards

Case 1: Retail Environment

• Reduce Inventory Shrinkage
• Reduce Safety Incidents
Pep Boys has over 700 stores in 35 states and Puerto Rico; those stores have more than 7,000 service bays. Does over $2 billion dollars of business a year by focusing on meeting the needs of the do-it-yourself crowd as well as people who come in for routine and emergency services and sales to professional garages.
Pep Boys wanted to solve two problems—Reduce Inventory Shrinkage and Reduce Safety Incidences.
Associated received daily reinforcement of the monthly safety and loss prevention training.

In a quiz-type game, associates answer quick, targeted questions related to risk, loss prevention, safety, and operational policies and procedures—standard questions in these areas.

If they answered correctly, they played a slot-machine game titled “Quiz to Win” for a chance to win cash prizes.

If answered incorrectly, the system immediately presented a short training piece designed to specifically address the topic covered in the initial question. Questions repeated at various intervals until the associate demonstrated mastery of the topic.
Fire extinguishers must be checked to ensure they are charged.

- Weekly
- Quarterly
- Monthly
The entire process takes 30-90 seconds each day and associates do it either at the beginning of a shift or during downtime throughout the day.
Business Results

• Voluntary participation rate of over 95%.

• Safety incidents and claim counts reduced by more than 45% with an increase in the number of stores and employees.

• Reduction in shrinkage has been at a level of 55%.

• In the case of internal loss, each time a burst of content related to employee theft is pushed out, they see at least a 60% increase in their “Integrity Pays” hotline calls, resulting in a direct reduction in inventory loss.

References

• The Gamification of Retail Safety and Loss Prevention Training
Case 2: Business Operations

- Lawley Insurance
  - Looking for a strategy to convince the sales team of the value of salesforce.com and encourage them to use it on a more consistent basis.
Lawley Insurance, headquartered in Buffalo, NY is an independent regional firm of insurance professionals specializing in property and casualty, employee benefits, and risk management consulting. Recently, Lawley was ranked #1 in Business First’s article “The List” of Western New York Insurance agencies.

Struggling with getting good forecasting data, expired close dates, lack of proper staging. Also looking to increase sales activities such as making calls and logging client meetings.

Goal was to make data entry fun!
Desired Behaviors (2 Week Pilot)

1) Move the stage of Opportunities to anything but “nurture” (even Closed Lost—50 points)
2) Update the close date to 9/1/2012 or greater—50 points
3) Log Prospect phone calls—25 points
4) Log Prospect meetings—75 points
Results

During the 2 week pilot...

Activity logging increased 257% over the average weekly activities created during the prior 7.5 months.

The Close Date for an activity was updated 307 times which was 152% higher than the Close Date updates that occurred in the prior 7.5 months.

Approximately 188 Stage Updates occurred which represented a 110% increase over the Stage Updates of the prior 7.5 months.

Case 3: Sales Force Training

- Increase Product Knowledge
- Increase Sales of Product
ExactTarget is a global marketing organization focused on digital marketing tools – email, mobile, and web and was recently purchased by Salesforce.com. ExactTarget is a leading cloud marketing platform used by more than 6,000 companies including Coca-Cola, Gap and Nike.
Introducing a new product, MobileConnect and wanted to bring the sales force up-to-speed on the features and functionality of the product.

Discover Your **Digital Marketing Potential**

Make the most of your customer data with marketing automation, email, mobile, social, and personalized web solutions. Our cloud-based marketing software powers relationships between brands and consumers.

VENDOR

http://www.theknowledgeguru.com/

Our game creation and editing tool makes game-based learning easy and affordable.

**SIGN UP FOR A 30-DAY FREE TRIAL**
Welcome to ExactTarget's MobileConnect Guru Learning Game!

Do you think you're a Knowledge Guru when it comes to MobileConnect? Prove it! Take my challenge and deliver the scrolls of wisdom to me across each category to earn high scores, achievements, and best of all...bragging rights!

Have fun, good luck, and show everyone that you're a MobileConnect Guru!

Think you're pretty smart? Your presence here means you believe you have what it takes to join my amazingly brilliant self atop my Mountain of Knowledge.

We'll see. Becoming a guru isn't easy. Not at all.

You must ascend a mountain for each topic you need to master. However, a single ascent proves NOTHING. That's too easy. You have to ascend each mountain three times - bringing me a scroll of wisdom each time.
Talk Mobile:

To master this topic you must complete each of the periods.

2 of 3 periods completed.

ExactTarget does not offer FTEU programs.

True  False
### QUESTION OVERVIEW REPORT

<table>
<thead>
<tr>
<th>Q#</th>
<th>QUESTION STEM</th>
<th>OBJECTIVE</th>
<th>CORRECT ANSWERS</th>
<th>WRONG ANSWERS</th>
<th>CORRECT RESPONSE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SMS = short message service. MTA = mail transfer agent. Which one is...</td>
<td>T1</td>
<td>457</td>
<td>0</td>
<td>100.00</td>
</tr>
<tr>
<td>2</td>
<td>You just received a text message from a friend. How was the message...</td>
<td>T1</td>
<td>433</td>
<td>24</td>
<td>94.75</td>
</tr>
<tr>
<td>3</td>
<td>You are a mobile customer who has opted in to receive updates to your...</td>
<td>T1</td>
<td>456</td>
<td>12</td>
<td>97.92</td>
</tr>
<tr>
<td>4</td>
<td>FTEU means free to end user. Customers who opt in to FTEU programs don't...</td>
<td>T1</td>
<td>457</td>
<td>199</td>
<td>69.66</td>
</tr>
<tr>
<td></td>
<td>Does ExactTarget offer FTEU?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>You opted into a FTEU program offered by a retailer, so you can receive...</td>
<td>T1</td>
<td>413</td>
<td>45</td>
<td>90.17</td>
</tr>
<tr>
<td>6</td>
<td>ExactTarget does not offer FTEU programs.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>If you go mobile with your marketing efforts, two kinds of text messages...</td>
<td>T1</td>
<td>444</td>
<td>219</td>
<td>66.97</td>
</tr>
<tr>
<td>8</td>
<td>If you are the marketer, will you send MOs or MTs to your customers?</td>
<td>T1</td>
<td>451</td>
<td>24</td>
<td>94.73</td>
</tr>
<tr>
<td>9</td>
<td>You are a local grocer who has a mobile marketing program in place. Your...</td>
<td>T1</td>
<td>459</td>
<td>57</td>
<td>88.10</td>
</tr>
<tr>
<td>10</td>
<td>Short (6 or 6 digits) and long (8 to 10 digits) codes are numbers used to...</td>
<td>T1</td>
<td>432</td>
<td>20</td>
<td>95.58</td>
</tr>
<tr>
<td>11</td>
<td>Which set of numbers is an example of a long code, the type of code...</td>
<td>T1</td>
<td>424</td>
<td>34</td>
<td>92.58</td>
</tr>
<tr>
<td>12</td>
<td>Which statement is true?</td>
<td>T1</td>
<td>421</td>
<td>65</td>
<td>86.63</td>
</tr>
</tbody>
</table>
Player Results

“I can’t tell you how many people are coming to me wanting another game solution.”

“The repetition of the different paths helped me retain the information.”

“I’m a pretty competitive person so challenging myself to get one of the top scores added a layer of fun to learning about the MobileConnect product.”

“The game was a fun way to learn about MobileConnect. I enjoyed the scenario-type questions, which put it all into context.”

Business Results

Average contract value 2x higher than for previous mobile product.

First call resolution ($35 a call/average) is up 45%.

Of all the launches done in the previous two years prior to MobileConnect, the sales team built the quickest pipeline for this product.
Case 4: Health and Wellness

• “Daily Challenge”
  – New challenge each day in email
  – Earn points
  – Progress through levels
Blue Shield of California, an independent member of the Blue Shield Association, is a not-for-profit health plan dedicated to providing Californians with access to high-quality health care at an affordable price.

Wanted to serve as a model of how an organization can successfully implement a wellness program that benefits employees and the organization.
shape up

Turkey Dash
Team up with co-workers to compete, support, and challenge each other with a shared goal of better health.

Join Now Login

Let's work together to...
1 Track Progress
Set goals, track progress, compare results with peers, and share your successes.

2 Find Supporters
Search the network and browse profiles to find colleagues to support you.

3 Join Fun Challenges
Find challenges you like, invite your colleagues, and spread good health.

Dash to the finish line. Run, hike, walk 100,000 steps (that's an ave of 5,000 per day).

Improved well-being.
Delivered daily.

We send you a challenge every day.
You do it and mark it as Done.
Share with friends and family.

Easy signup
One click using Facebook.

We'll send you challenges
Something small you can do to help your health and well-being.

Share
Complete the challenge and share with friends!

"The Daily Challenge has been very helpful in suggesting small positive changes in my everyday life. It's pay-now-simple, yet effective, each challenge has been..."

Yes, Sign Me Up
Sign up now FOR FREE.
Today’s Daily Challenge

Today’s Daily Challenge: Take a walk and take a closer look at the trees.

How to do it:
Go for a walk and really take time to focus on the trees along your route. Take note of the trees and branches, and the different colors and textures. Notice the various shapes of the leaves, whether or not they have any flowers blooming, or if they have seed pods. Do they have any critters climbing their branches or buzzing in their foliage?

Why it matters:
Spending time with trees means you’re getting up and out, and walking is a great way to improve heart health, strengthen muscles, and lower your risk of certain diseases. And living trees’ many interesting features may motivate you to walk farther! Even though we see trees every day, we may take them for granted and not notice them. But they are an important part of our environment and can enrich your walk. They can also help to make you more mindful of your surroundings and help connect you to nature.

Share 1 meal that you like to cook in batches and freeze for later.

How to do it:
Do you have a favorite meal that lends itself to cooking in batches and freezing for later? Share it! You don’t need to share the recipe, just provide the gist of what you make.

Why it matters:
Preparing and freezing extra portions of healthy food has so many benefits! Having food at the ready means you won’t have to cook on a night when you’re tired. You’ll also be less likely to order out if there’s food on hand, saving you money. And you have extra ingredients, so you always have something to share and enjoy. Sharing your idea may inspire someone else to cook and freeze something new, and you might pick up some inspiration yourself.
Congratulations

You just earned:

HAPPY 29TH!

Returned at least 29 days after joining.

Every day, I take a pre-town walk and enjoy everything about the world before it gets noisy and cluttered. Best time of my day.

Another nice one.
I am lucky to have a garden which has a few trees, and lots of lovely green areas lined with trees in my area. A short distance away is the local reservoir with many trees in the area. I think over the weekend I will have a lovely stroll around there and take time to pay close attention to the trees.
Health Results

Gamification is part of an overall effort that has resulted in...

80% of Blue Shield Employees participate in at least one wellness program.

The incidence of hypertension has fallen by two-thirds.

Disability claims are down.

50% drop in smoking prevalence and a similar increase in regular physical activity among employees

Business Results

Wellness program participants are paying $3 million a year less in their share of insurance premiums.

The company benefited by cutting annual health cost growth for its employees from double to single digits.

Blue Shield expects a 3:1 ROI for its wellness program—and gets it.

The company has seen its annual medical and lost-productivity costs drop by $5 million.
References

• The Gamification of Wellness

• Pharmville: Applying Gamification to Healthcare
  – http://3blmedia.com/blog/Hale-Advisors/Health/Pharmville-Applying-Gamification-Healthcare

• Gamification Boosts Employee Health Behavior, Blue Shield Argues

Try it yourself: Meyouhealth.com
References

• Gamifying Activity Logging and Opportunity Management

• Top 3 Mistakes in Sales Gamification

Case 5: Professional Performance Program (p2p)

• Make an already successful training and certification program even better with increased usage, better utilization of existing resources, and by encouraging informal and formal learning.
Ford of Canada employs over 23,000 individuals in the fields of finance, sales and marketing, information technology, manufacturing and engineering, and human resources. This diverse workforce is responsible for the manufacturing and assembly operations that bring 320,000 vehicles and 425,000 engines to market.
Ford introduced a program themed around professional motor racing that motivates sales and service representatives to learn more by browsing the p2p portal, watching informational videos, downloading and consuming the latest product information, and taking web courses.

VENDOR
http://www.bunchball.com/
Participants earn RPMs (points) and Gear Up (level up), work toward individual goals, earn badges that are visible in a trophy case, compete with their peers on leaderboards, work together to accomplish team goals, compete against other dealerships, and receive real-time feedback as they engage in desired behavior.
Site Results

Received a 417% increase in site usage vs. the same period the previous year

Within the first three months of the program the site exceeded the traffic volume of the entire previous year

15% more unique visitors and a 30% increase in unique visits vs. the same period the previous year

An increase in volunteer learning—participants completing courses above and beyond what they were required to do for their annual certification requirements

A positive correlation between engagement in the Ford p2p Cup and key performance measures including sales and customer satisfaction

 Lessons Learned

1. Chose right project for gamification
2. Chose a “proven” vendor
3. Start with a pilot implementation
4. Include games and gamification as part of a larger curriculum
5. Employee engagement does not need to be lengthy
6. Keep it simple, don’t gamify everything
7. Have a clear idea of what they are trying to accomplish from gamification initiative (goals and outcomes)
8. Establish clear metrics that you’ll use to measure those accomplishments.
9. Take an approach that is tailored to your audience and sub-audiences. Gamification is not a one-size-fits all exercise—it needs to resonate with the appropriate motivation, goals and rewards.
Look for Fieldbook in 2014

Available NOW from Amazon

Twitter: @kkapp
kkapp@bloomu.edu