Gamify

Activate Employee Engagement + Productivity

The term 'Gamification' was first used by a computer programmer from England named Nick Pelling in 2002. The idea caught on slowly but exploded into mainstream when the Foursquare app was launched. Gamify marketing to bring in more customers? That was the premise.

Today, gamification principles are used by schools for education, healthcare and lifestyle coaching, businesses for marketing and brand awareness, and of course, the recreational game apps you see on Google Play and the Apple AppStore. The premise is that you can engage specific activities and outcomes if you make the process fun, entertaining and engaging, and tap into the innate competitive and award seeking aspects of human nature.

The final frontier for gamification is the workplace. An engaged employee (as is supported by many prominent human resource studies), experiences higher levels of job satisfaction and productivity when gamification models are applied.

"To remain driven for success and productivity, employees need to feel a sense of value and purpose"

Put simply, gamification is the application of fun game elements into a non-traditional game context. To remain driven for success and productivity, employees need to feel a sense of value and purpose. Reward structures traditionally only acknowledge top performers, but with integrated programs within the workplace, businesses can nurture KPI achievements at all levels within the organization.

Our team at 6Street Digital are certified Salesforce partners. We developed a customizable software solution for employers to create an impact on employee metrics, and create a culture of friendly competition, with tools and insights that help management teams facilitate performance benchmarks that lead to organizational growth.

The Employee Engagement Problem

At the beginning of the year when your organization posts the business activity and benchmark goals, the next step is to break them down into actionable results for each business unit or department. Managers will invest in building departmental KPI's and defining expectations and measurable results for each individual employee.

This is something that all organizations do. But what happens next? The department manager will be responsible for check-in's and report to executives on progress. Then, comes the annual or bi-annual performance review where these specific measurables are evaluated and addressed with the employee.

Some of the common problems and shortfalls of conventional KPI measurements in corporate business environments include:

1. **The key performance indicators selected may be too generic, or easy.**
   Provide an example of a KPI that is too generic, such as 'Number of Leads Acquired'. It can be difficult for managers to specify unique goals and performance requirements when employees have narrowly defined roles. Duties that are repetitive and may not vary on a weekly or monthly basis.

   These KPI designations do not inspire the employee to innovate or to strive to increase productivity, reduce costs or think 'outside the box' when it comes to their job function. Generic KPI's, while easy to measure and report on, do not challenge employees to improve performance or engage in departmental and overall organizational goals.

2. **Not communicating the direct contribution of employee KPI's on the overall strategic direction of the organization.** The two most important aspects of

building high employee engagement, is recognition and contribution. It becomes easy for an employee to feel like the work ethic and effort they expend to increase their performance goes unnoticed.

When employees understand specifically how improvements in their own performance have a ripple effect and directly contribute to organizational goals, they are inspired to contribute more. They understand that they are a valued part of realizing those goals as a team.

3. **There is no transparent way for the employee to check up on their KPIs and progress before a performance review.** To even your most ambitious and productive employees, this can feel like they have no control in monitoring their own performance. It remains an undefined variable until they receive a review or check-in from their manager.

Nor does the employer have the insights to accurately evaluate the employees performance regularly.

This lack of transparency with regards to daily and weekly progress and meeting benchmarks can create dissent among employees. It's hard to trust a rating system and review when you can't see those measurables in cumulative action. Or, determine that you are not meeting the expectations of your employer, and have the insights and data to be able to pivot performance, ask for guidance, and double-down on low rated performance measurables.

Intelligent business performance models empower employees to access the information they need to understand expectations. These models also help employees to know when they are performing at an all-star level versus insufficient performance in key measurable areas.

Since the manager cannot be present every hour of the day and observe each activity that the employee engages in, it's important to develop metrics that more accurately communicate employer expectations. Equally important is providing instant reports on how well the employee is performing within the department, and with a productivity and results scale that also compares against other departments and employees within the organization.

The Advantages of Building Measurable Engagement KPI's Into Gamify

Imagine a software solution that integrated with the functionality you have built within Salesforce, that tracks, measures, reports and provides constant feedback and updates about KPI performance for your organization. Let's take that one step further; imagine it was define 'Gamification' for the lay person, so that reaching those important performance measurables was actually fun and engaging.

Gamify was developed by **6Street Digital** to provide a platform that enables businesses to customize their workflow and enhance employee performance measurement. While there are many SaaS solutions that provide standardized reporting, **Gamify** allows businesses to capture activities that support departmental and organizational goals, and assign points that can be used in custom employee incentive and engagement strategies.

The insights that can be provided are significant. Activities are updated in real time so that management and executives can access individual employee activities and key performance indicators.

There are many applications for **Gamify** to make an impact on employee engagement and performance optimization. Rather than making the collection of metrics seem punitive or intimidating for the employee, businesses can assign points and create an internal rewards system to 'spend' those points on meaningful incentives.

Whether that means a gift card, an extra day off with pay with cumulative points, or another reward, **Gamify** provides a way of transparently collecting data and converting it into measurable points that provide an accurate indicator of employee performance.

Let's look at some of the creative ways that businesses can use our Developer version or customize dashboards specific to your organizational needs with our **Gamify** for Enterprise service in Salesforce.

> "69% of employees are more likely to stay at a company for three or more years if they had a positive onboarding experience."

Gamifying Onboarding as a Human Resource Management Tool

Large high-growth organizations can see attrition of employees as part of the natural business process. As departments change, retaining experienced employees can be a challenge in a competitive labor market.

Some industries like the technology sector are more prone to migration of employees to other career opportunities. Tech experts are in high demand, and no matter how good the rapport is between the career professional and the organization, competitive opportunities can lure away some of the most talented members of your team.

The cost of replacing an experienced employee is growing. Not only must businesses commence a recruitment process, but they also have to interview and screen candidates. But the work doesn't stop there, as each new hire must be successfully onboarded to the organization, the department or business unit, and the duties that they will fulfill.

Let's take a look at some of the obstacles that businesses face in executing successful onboarding programs for new hires. Can your business develop a customized experience for new employees, that helps reduce the time it takes them to become a productive and contributing member of your team? We've got a solution for that and some creative ways that businesses and recruitment agencies can use **Gamify** from **6Street Digital** to deliver quality onboarding services.

Traditional Onboarding Methods Are Costly and Time Intensive

Many businesses do not have an established onboarding procedure or software to assist new hires to become acclimatized to the new environment. Think back to some of your own career experiences when you started a new job. What was the onboarding process like for you?

Some businesses will provide the standard employee agreement and guidelines in printed or digital format. A security pass card, and an appointment with the IT service team to set up the workspace, phone, printer, email and Salesforce team profile. Once those essentials are provided, typically there is a bit of a lull, to allow the employee to get their bearings, and organize at their workstation.

From a user experience stand point, this process can be intimidating. Now, envision the new employee sitting in their office or cubicle. Everything has been provided, but how much time has been allocated to review all these processes with them? The IT department is about the hardware and software hook-up, and the busy Human Resources Manager may not have the time to effectively mentor the new hire.

What you are left with as a business, is one or more new employees that may take a week or longer to really dive in and start being productive. It's not lack ambition or work ethic on their part; it is that your workplace may be far too busy to onboard them in a meaningful way, that gets them contributing faster and with confidence.

> "New employees who went through a structured onboarding program were 58% more likely to be with the organization after three years."

Onboarding Essentials: How to Escalate Effective Employee Onboarding

Every hour and day that your new employee is hesitant to 'dive in' costs your business time, lost productivity and money. Not only that, but the risk of losing a talented new hire is greatly increased if they are not engaged in an effective onboarding procedure with your organization.

A recent study conducted by the Society of Human Resource Management (SHRM) revealed some very interesting insights that support a need for an update to corporate onboarding methods:

- 69% of employees are more likely to stay at a company for three or more years if they had a positive onboarding experience.

- New employees who went through a structured onboarding program were 58% more likely to be with the organization after three years.

- Organizations with a standardized onboarding process experience 50% greater new-hire productivity.

While development of a standardized and updated onboarding experience for new employees is an investment, there are new timesaving methods to bring that process into the Salesforce Cloud, and have it run almost autonomously as part of your define HRM procedures.

What Key Onboarding Elements Can Be Incorporated into Gamify?

One of the most valuable aspects of **Gamify**, is the adaptability to add any set of KPI's that an organization wants to build into a gamified process, within Salesforce. Imagine escorting your new hire to their desk, and then allowing them to log into Salesforce to start an autonomous process of becoming familiar with the organization, department, duties and expectations.

Gamify can be customized to introduce employees through a tutorial process, that helps them become informed and confident in their new role. Some creative ideas for onboarding with **Gamify** may include:

1. **Username is more likely to have been setup ahead of time.** How about uploading the employee's photo? Create a task list that awards points for connecting to all essential Salesforce apps, shared workspaces and communications software, such as instant private or group messaging, email system, departmental and corporate calendar and more.

2. **Human resource managers can designate a secure folder for employee documentation and administration, with e-sign capabilities.** This includes review and endorsement of employment policies and guidelines, payroll and taxation forms, internet security and social media best practice requirements, emergency contact information for the employee and other essentials.

3. **Finding your way around or learning where offices and managers are located, the lunchroom or cafeteria (and the bathrooms) can be intimidating for a new hire.** You are 'the new guy' on the team, and nothing feels more awkward than having to interrupt someone to ask those simple questions.

   Where is the IT office located? How can an employee schedule a meeting room for a collaboration or video conference with a client? Where can they go to request or order stationary supplies? Where's the coffee?

   You can provide a map resource for the employee to click through and search, when they are looking for a specific location in your building. Create a short quiz after the facilities review and allow your employee to verify that they've learned their way around the office and support personnel effectively.

"Organizations with a standardized onboarding process experience 50% greater new-hire productivity."

4. Culture is an important part of any successful employee onboarding strategy. New employees want to feel connected to other staff by understanding the

full scope of the business' history, how they were founded and the products and services they provide.

But corporate culture onboarding doesn't have to stop there. Do you have a gallery of employees with some profile information, including hire date and tenure, in-organizational awards and accomplishments, education, department and role, or maybe their favorite type of coffee?

Putting faces to names, and names to functions is one of the biggest hurdles for new employees. You can make this process faster and more efficient, while quickly building knowledge and confidence in your new hire.

When you consider both the apprehension of a new hire to disturb another employee to ask simple orientation questions, and the actual disruption and lost time this creates for other staff, having a SaaS driven solution for onboarding makes sense.

Creating a Welcome Incentive with Points Accrued in Gamify

As your new employee has successfully moved through a variety of tasks to help them become more adept in their new role, Human Resource Managers can start to gain some insights on the new hire.

Depending on the workflow situation, the HRM may decide to schedule a single on-boarding task for each day of the first week for the employee. On day five for example, the accrued points can be submitted to the Human Resource manager for validation and be transferred to a reward or incentive.

What kind of incentives can organizations build to reward successful outcomes in Gamify? There are a number of creative ways to use this opportunity to create a positive

sentiment with your new employee. Remember, recognition is more valuable to an employee than the actual size of the incentive received.

It doesn't have to be an expensive gift to be an effective reward. Here are some creative ideas on successful completion of your customized Salesforce and **Gamify** onboarding program:

- Free lunch with the manager. What a great way to end the first week in a new job than being taken out to lunch with the manager. Issue a message reward or certificate to schedule that free corporate lunch with the boss.

- Gift cards are incentives that everyone appreciates. Issue a digital gift-card from Amazon, for example, in a denomination of your choosing and let them pick out a thoughtful gift for themselves online.

- Corporate branded merchandise. Do you have a company store where you provide discounted apparel, or personal tech accessories, etc.? Issue the employee a certificate based on their performance (points accrual) during the onboarding process. To you, it's just a hoodie. To a new hire, it feels like being accepted and welcomed to the team.

How do you leverage the success of your **Gamify** onboarding program even further? Make it a policy to announce on your intranet that the employee has passed onboarding with 'flying colors' and share the prize that they were provided with. Allow other departments to welcome the new employee with an organizational wide announcement. That new hire now truly feels like part of your team.

Gamify is a custom developed software solution that integrates seamlessly within your Salesforce dashboard, to support effective onboarding for new hires. Save time and money and build a highly effective and fun training process that increases productivity and employee retention.

Gamifying Brand Sentiment and Customer Experiences

In today's competitive marketplace, the sales experience that your customer has matters more than ever. Advanced CRM and SaaS for sales and lead generation makes Salesforce a global leader with a wide variety of applications to recruit, engage, support and sell, while building loyalty and retention with existing B2C or B2B customers. If you are in the process of looking at ways to optimize your sales performance, customer recruitment and brand experience, a creative gamified approach (that integrates into your existing Salesforce infrastructure) can escalate the productivity of your inbound or outbound sales activities.

Now that we've got your attention, let's look at why your business needs to be optimized now to exceed customer expectations by providing a highly personalized sales and support experience for each customer.

Consumer Expectations for Customer Service Have Changed

When your business sales focus is local, you have the home team advantage in sales if you have built a positive reputation for quality products or services. For national and global businesses, the competition is staggering; those competitors are doubling down on creating new models of sales with a focus on the customer journey.

Brand loyalty and recurring revenues depend on a seamless customer sales experience. Today, consumers are more informed than ever before I'd say that they are 'more connected' than having a high digital fluency.

The opportunity? They can research your products and services easily and find you. The detriment? They are comparing your products, but most importantly your service and marketing, to every other competitor in your niche.

While many companies focus on strategic competitive pricing, the most important aspect of the sales process is engaging each customer with a highly personalized level of service. Consumers have six key expectations of the brands they do business with:

1. Easy Access to Product and Service Information
   Sales prospects and leads begin the journey with exposure to content, advertising and information provided on your website about your products and services. Your website may have effective sales funnels for lead generation, but what you do with that lead and how you nurture them into becoming a customer, matters.

   Customers want to know that you are prepared to do that important work to convince and convert their interest into a sale. They want to be cared for and made to feel that your business prioritizes them to create a quality experience by making the information they need easily accessible in order to make a purchasing decision.

2. Customized Options That Meet Personal Needs
   Historically, economies of scale in sales has meant one model for every customer; a replicable process that treated every customer the exact same way. Just as email marketing has veered away from generic communications (Dear Valued Customer), consumers today want more options from product and service providers that address their unique needs. What are the additional options that you provide? How can you customize it to meet uncommon needs that your customer may have? And most importantly, are you willing to provide a superior level of service to help build a custom solution for your prospective customer?

"Did you know that more than 80% of businesses do not respond or engage in customer conversations on social?"

3. Brand Engagement
   Did you know that more than 80% of businesses do not respond or engage

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in customer conversations on social? We know that behind the scenes, your sales and support teams are serving customers, but what opportunities are you missing to create a positive brand sentiment when you ignore potential customers online?

In many organizations, sales, marketing and advertising function in a silo that is disruptive to the customer journey. The most successful high-growth businesses provide a seamless onboarding of their sales prospect, from first point of contact, by email, through social media, sales funnels and telephone support.

4. Effective Complaint Management

When there is a complaint from your customer, how agile is your team to respond and resolve the issue in a satisfactory way for your customer? Complaints are an opportunity to retain your customer relationship, if it is handled properly with a resolution that satisfies the customer (to the best of your ability).
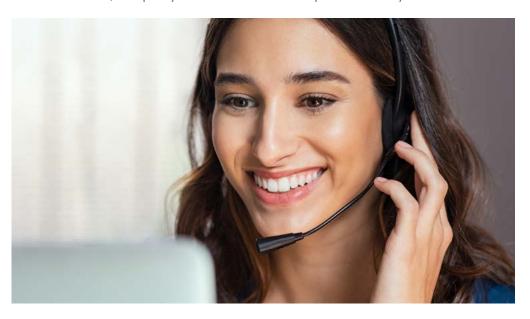
5. Personalized Communication

Have you ever frequented a hotel for business travel, and been asked if you would like the same room amenities that you enjoyed on your last visit? In that moment, as a customer, the sentiment is a warm one. You are doing business with an organization that cares about your customer experience. That feels good, and you are likely to remain loyal to that hotel because of that personalized care.

Your sales team should be providing that level of experience to all recurring customers, as part of your customer service model. It builds loyalty and valuable WOM referrals to your business.

6. Quality of Product or Service

Customers have a value expectation that is a balance between cost of the good or service they are purchasing from your business, and the benefit they receive by using your product (versus that of a competitor). This is a constant ongoing valuation process that each customer processes with every purchase. Aspects like durability, ease of use and other structural components matter, but more so, the quality of customer service they receive from your business.

Customer Relationship Management (CRM) is your competitive advantage. While these objectives may be communicated from executives to the sales, customer service and technical support departments of your organization, are they goals that are being actualized every day by your employees?

The tools are available in Salesforce CRM, but if your team is not engaging at a level that improves your B2C or B2B customer experience, **Gamify** can help you escalate sales and service responsiveness and quality customer care.

Measure Sales and Service Key Performance Indicators with Gamify

This is a common problem we see all businesses who have integrated Salesforce CRM to optimize organizational workflows, but who's employees are still not using the platform to its full potential.

Employees understand that key performance indicators (KPIs) are evaluated, but there can be some ambiguity as to how daily individual activities are monitored and reported, to measure that performance. That's where organizations can utilize effective gamification campaigns and rules, to transparently convert the important daily sales and service benchmarks into results-based data, that provides a more accurate picture of employee performance.

Sounds good, right?

Now imagine that you could make that whole process an engaging and fun exercise for your sales, support and service teams. **Gamify** was developed by our team at **6Street Digital** as an effective tool that gives employees a way to prove performance and accumulate points that can directly translate into transparent performance metrics into encouragement, a higher level of engagement and qualitative behavioral improvements.

Gamify integrates into all Salesforce products, and can gather information about daily service, sales and support activities including:

- Lead generation
- Complaint resolution
- New customer onboarding
- Customer engagement
- Acquisition of positive customer reviews and ratings
- Social listening activities and social media engagement
- Employee reviews and compensation

Map out your ideal customer journey in [Salesforce Journey Builder](#), and then use **Gamify** to create campaigns or special point accumulation opportunities for your sales and service team, based on the key touch points in your sales process. **Gamify** can be integrated into any aspect of your Salesforce infrastructure.

Create a Culture of Friendly Competition and Recognition for Top Performers

You already know who your top performers are, on your sales team. But how do you inspire other employees to benchmark their productivity against some of these star performers? Use **Gamify** to build in measurable activities and benchmarks that align with key performance indicators for your team.

Also, how do you benchmark why they are a top performer. **Gamify** can provide deeper metrics that typical KPIs cannot.

Administrators can develop campaigns, setup custom rules, and define measurable touch points or measurable touch points within **Gamify**, that allow for reporting and gathering of sales and service metrics. We'd like to share a simple example of how your sales goals can be gamified to increase productivity and employee engagement.

Let's say that your business has five important goals for your customer service, support and sales teams in the current fiscal year. Those goals may be:

- Increase new customer recruitment by 50%
- Reduce customer abandonment and grow recurrent customer sales.
- Improve complaint resolution response times and success rates.
- Optimize email remarketing to existing customers, and sales reviews from promotions and suggested products and services.
- Grow overall sales by 35% in Q2.

Collapse the silos between sales, marketing and support teams, and encourage them to work together on the goals and benchmarks you have established. Create a leaderboard in **Gamify** to create friendly competition between departments and team members within the same business unit.

One of the most powerful things about **Gamify**, is that it provides incredible meaningful incentives to employees. First, it is gratifying for them to see how their quality performance impacts the overall goals of the organization in realtime. Second, it gives them a transparent way to measure their performance against their colleagues. And when that happens, everyone has a clear sense of how they are performing, and top performers receive recognition for the quality work they do.

Set up individual campaigns in **Gamify** to measure each activity and provide a customized point system for each function. Administrators can create a single point to higher-value point reward for large projects, SCRUM results, social media growth, improved support response time and much more.

How American Century Uses Gamify from 6Street Digital for Quality Assurance

Our client, American Century was looking for a solution that would impact the quality of client interactions between their wholesale team, financial advisors, retirement

consultants and influence partners. They also wanted to increase the engagement level of their employees within the company's Salesforce management system.

After contacting **6Street Digital**, and receiving a demonstration of **Gamify**, American Century moved forward with the implementation of our custom designed software into their sales and quality assurance processes. This integration involved:

• Setting up a leaderboard for employees.
• Creating a point system that analyzed high quality interactions between employees and customers, and sales results.

By creating a culture of accountability for performance, American Century achieved an increase in sales conversions, customer retention and new customer onboarding. Analytics within **Gamify** were customized to analyze sales campaigns and service initiatives on a quarterly basis.

Management at American Century were able to monitor progress, and reward employees for exemplary service and results, while drastically improving outbound sales activities and engagement within Salesforce. Top performers could track their progress for a variety of awards and incentives.

Creating Incentives and Rewards Using Gamify

One of the most effective strategies for reaching 100% employee engagement on Salesforce, is to provide rewards and incentives for your employees. There can be a hesitancy to explore and adopt all the tools provided in Salesforce.

Adoption is a hurdle we've seen in many organizations. But when you build a reward for individual measurable results, something magical happens; employees overcome their apprehension because they want that incentive!

The incentive can be annual, based on achievement of KPI's. A more effective way to use gamification would be on a monthly basis, providing an awardee in each department. What kind of rewards motivate staff, beyond pushing to the top of the **Gamify** leaderboard?

- Gift cards
- Employee awards
- Corporate branded merchandise (apparel, travel mugs, personal technology)

With this approach you have created a competitive environment where employees can see the top performers on the team via the leaderboard in **Gamify**. You have also placed an incentive or prize that makes climbing the leaderboard ranking fun!

Providing open recognition based on performance results is an important step to actualizing your sales, service and support goals, while improving employee engagement. Allow your team to be hands-on and part of the process of achieving your quarterly and annual benchmarks, with **Gamify**.

Gamify Net Zero Carbon and Green Initiatives

American businesses are tackling green initiatives with large Fortune 500 companies leading the way to reach net zero carbon emissions in business operations. More than contributing to awareness about environmental protection, creating a carbon emissions reduction goal in your organization can also benefit by providing significant cost reductions in your overall operating expenses.

Running a profitable business that is sustainable and committed to carbon emissions reduction takes more work. However, as we see the influence of dwindling resources and the impact of uncontrolled climate change nationally and globally, it is a movement we see (and support).

Companies like Microsoft, Google, Telsa and Salesforce are all-in with carbon neutral benchmarks for their organizations. Reduction of carbon emissions by

corporate America supports the humanitarian cause, a commitment to environmental stewardship, and operational cost reductions. It is also a positive branding exercise (consumers prefer to do business with eco-friendly corporations), and studies have revealed that sustainable initiatives increase employee morale and job satisfaction.

Three Inspiring Companies Using Gamification for Green Initiatives

There are many leading corporations who have made a net zero carbon commitment and built those goals into a new business and employee culture of sustainability. Making the transition can be difficult and takes time, but the key obstacle that most businesses face is adoption by employees and management at every operational level.
How do you inspire and reinforce your carbon goals every day? These five companies have applied gamified methods to inspire, education, acknowledge and reward employees for measurables that contribute to the net zero emissions goals for their organization.

1. WeSpire
Employees earn points for completing sustainability actions defined by leadership, which include recycling or the choice of environmentally friendly products for business activities. A leaderboard is provided for employees, and they can post their achievements on Facebook.

This model encourages engagement at every level of the organization, and social sharing contributes to positive brand sentiment of WeSpire as a green organization. It also serves to inspire carbon reduction initiatives to the public, through social sharing.

2. Citibank
The financial organization developed inhouse initiatives tied to employee

wellbeing and reducing the company's environmental impact in a program called Step Up. Employees log energy saving activities like taking the stairs (instead of an elevator) as part of the corporate challenge.

They also implemented a Drink Up challenge, that reminds employees to hydrate for wellness benefits by using refillable water bottles. Citibank estimates that to date, the initiative has helped reduce 70,000 plastic water bottles from disposal.

3. SAP

The SaaS leader has developed strong gamified concepts into its corporate culture to support ambitious green initiatives and net zero carbon emissions goals. From employee and management carpooling for points, to innovations in factory layout and designs to reduce inefficiencies, identify wasted energy usage and more.

SAP also launched an initiative that tackles green initiatives for employees outside of the workplace with the Home Carbon Challenge. The gamified approach helps address carbon emissions education and awareness as a culture, both at work and at home. As the climate emergency escalates, international governments are already introducing environmental policies that are stringent. If you do business globally, you may have already experienced some of those changes in regulations. America will follow those regulatory models for environmental protection in time; your business can start that transition now, before it is legally mandated for businesses in the United States.

Carbon and Waste Reduction Campaigns in Gamify

What are some of the ways that your business can integrate Gamify in Salesforce, to enforce your organizational goals to reach net zero carbon emissions? Administrators can build points accrual and intrinsic rewards for employee activities that support your corporate green initiatives.

Inspire your team to make sustainability goals part of their workflow:

- Turn off electronics and equipment not in use.
- Recycle paper, plastics and aluminum products.
- Eliminate single use stationery and office supply products.
- Reduce one-time use of plastics (i.e., retail water bottles).
- Choose environmentally friendly cleaning supplies.
- Facilitate rideshare programs for commuting employees.
- Explore remote (work from home) opportunities for qualified employees.
- Create a sustainability hub to submit creative ideas from your team, to reduce waste and carbon emissions.
- Use meeting or conference services that do not rely on disposable containers. If this is not possible, ensure that containers are 100% recyclable.
- Reduce the lights left on overnight in your facility. Emergency lights can be equipped with high efficiency LED lights to save on energy usage and costs.

Gamify integrates seamlessly into Salesforce, and administrators can build campaigns that allow employees to accrue points for participating in corporate sustainability goals. Make reducing your carbon footprint an actionable KPI for your team, enrich your corporate culture and enjoy the cost-saving and positive brand sentiment benefits of going green.

Gamify Innovation and Product Development in Salesforce

Salesforce has been using Scrum to innovate workflow solutions since 2006 and shares that 70% of it's teams continue to use it as a valuable tool in sales and service, and new product development. Did you know that there are currently (8) innovative solutions that make Scrum workflows easier, in the Salesforce appexchange?

The advantages of using Scrum span through virtually ever level of organizational workflows. From product and service conceptualization, development and

manufacturing, to improving productivity, sales and marketing results and more. Organizations that use Scrum benefit by tapping into the talent and knowledge of their team, to create solutions and new opportunities for the business. The streamlined process of ideation through product, service or policy development is used by every high-growth business worldwide.

Gamification of Scrum Activities Stimulates Creativity and Engagement

The best way to encourage innovation from your team, is to provide an incentive that rewards creative thinking to the benefit of the project, and the greater goals of your organization. Are team members participating because they are required to? How can you inspire your employees to dig deep to find the ideas that can make your business more competitive and profitable?

Using Gamify in conjunction with one of the products for Scrum management on the Salesforce appexchange, you can build leaderboards, rewards and a point accrual system that will acknowledge your strongest contributors. It will also inspire them to achieve the rewards and engage to their optimal potential on your projects.

Gamifying Cost Reduction and Resource Management Initiatives

Staying competitive means finding new ways to increase productivity, reduce wasted time and resources and improve profitability. When businesses scale quickly, there can be redundancies or aspects of the production and workflow cycles that are not optimized. Processes that are expensive and can be improved through workflow analysis, and resource management initiatives.

As part of your team engagement initiatives, you can ask 'the experts' for their advice on methodologies, supply usage and workflow. We're not talking about a consultant; we mean your employees. Trust us, they know exactly where the pain points are, and they can provide valuable cost-saving insights that add up to a significant reduction in operational expenses.

Create a culture around cost-savings within your organization. Empower employees at all levels and in each department to look for new approaches with a net expense savings result for your business. This can have powerful applications and cost saving benefits in a variety of industries including:

- Manufacturing
- Healthcare
- Hospitality
- Retail
- Franchises

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Some of the most effective strategies we've seen in large organizations are competitions between departments to reduce material, technology and software expenses each fiscal year. For medium sized businesses, get your team involved daily to reduce unnecessary expenses.

Make it fun for your team, provide rewards and acknowledgement for staff, and train resource management goals by establishing rewards and incentives within **Gamify**.

Visit **GetGamify.com** for more information

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