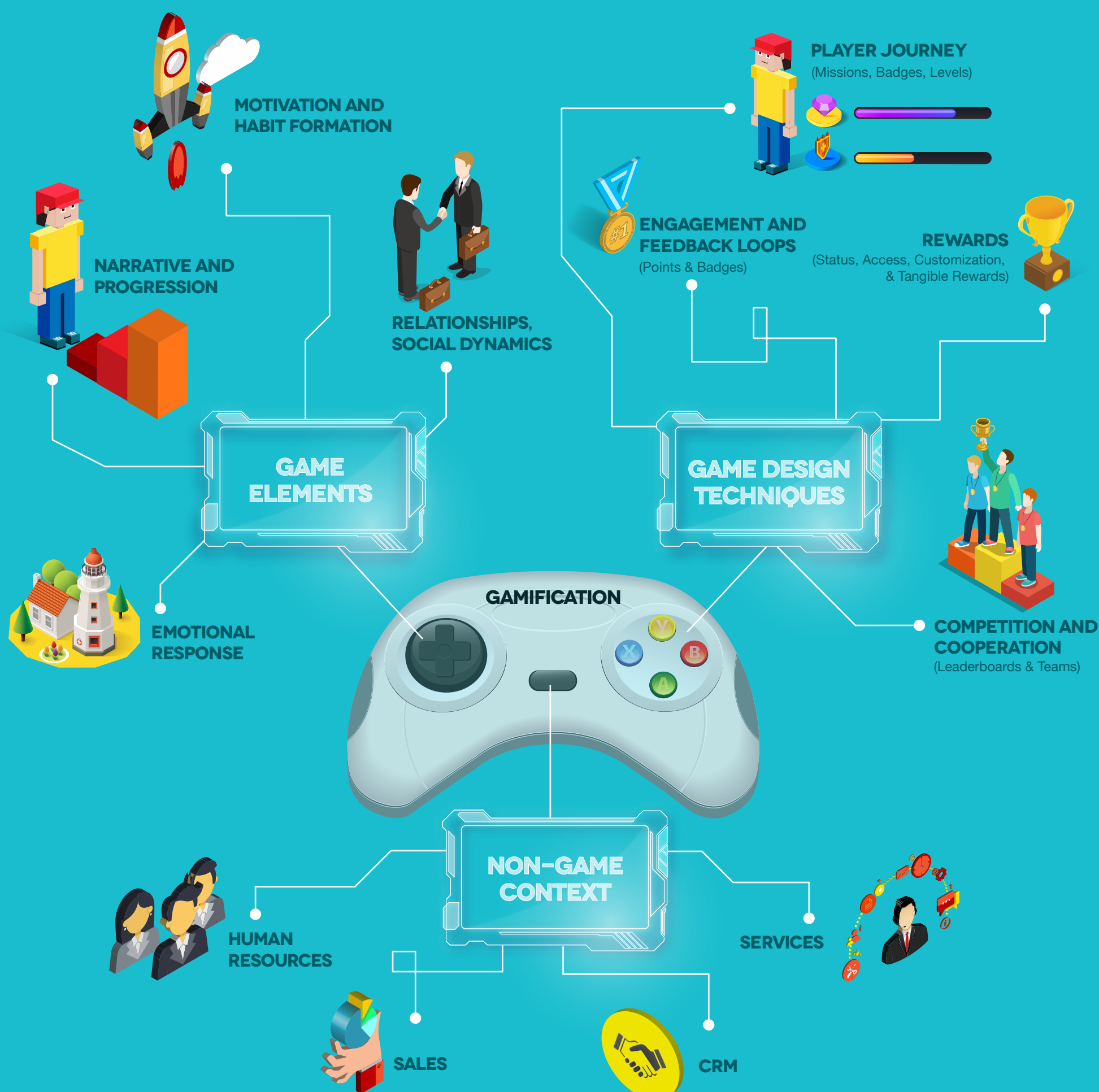


WHAT IS GAMIFICATION?

Gamification is the use of game design principles and mechanics in non-game contexts and making technology more appealing by encouraging users to engage in desired behaviours.



*Industry definitions of gamification typically exclude games/ simulations

What can Gamification be used for?

- Enable Digital Transformation
- Accelerate Change Management
- Drive Employee Engagement and Compliance
- Accelerate Employee Training and Learning
- Drive Innovation
- Improve Process Efficiency

Key Success Factors

- Automation
- Transparency
- Fixed Targets
- Player Guidance
- Board Recognition

Benefits

Increased Engagement

- Increased number of unique visitors
- Increased page views per visitor
- Increased time spent on site
- Improved participation
- Improved conversions

Amplified Influence

Increased Virality

Augmented User Generated Content

Enhanced Loyalty

Boost SEO

HCL'S GAMIFICATION SOLUTION CAN HELP YOU IN:



Enhancing engagement of customer, partner, and employee communities



Improving knowledge retention for learning, development, and trainings



Increasing employee loyalty and motivation for rewards and recognition



Improving experience of customer and employee onboarding