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Monograph presentation

Gamification for SMEs: The secret to training and retaining customers

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GOBIERNO DE ESPAÑA · MINISTERIO PARA LA TRANSFORMACIÓN DIGITAL Y DE LA FUNCIÓN PÚBLICA · SECRETARÍA DE ESTADO DE DIGITALIZACIÓN E INTELIGENCIA ARTIFICIAL
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01.

Introduction to gamification

Gamification is understood as a strategy aimed at using **typical elements of games** in non-playful activities to foster **participant motivation.** This strategy can be leveraged by SMEs to **capture the attention** of their consumers and the general public, as well as to **increase customer loyalty and satisfaction.**

The rise of this concept remains strong. In fact, back in 2012, it was predicted that 70% of leading technology companies would use gamification to **improve employee performance and engagement.** Future prospects are even more ambitious, as the global gamification market size was estimated to reach 15.43 billion dollars in 2024.

In summary, gamification is a tool that can significantly help an SME to thrive in a competitive environment, as well as to **acquire new digital skills.**

02.

Discover the different methodologies of gamification

Each **methodology or strategy** in gamification has a **specific purpose**. Some of these methodologies are:

Its objective is to achieve recurring use **by the user**. An example of this is airline **mileage programs.**

- Achievement systems
- Challenge between users
- Level systems

Its objective is to maintain the user active by showing their progress.

Its objective is to motivate the user's **effort to reach a goal.**

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03.

How can gamification help improve customer loyalty?

Concrete actions

Create **games related to the brand** to promote products or services.

Include **rewards and challenges** in loyalty programs.

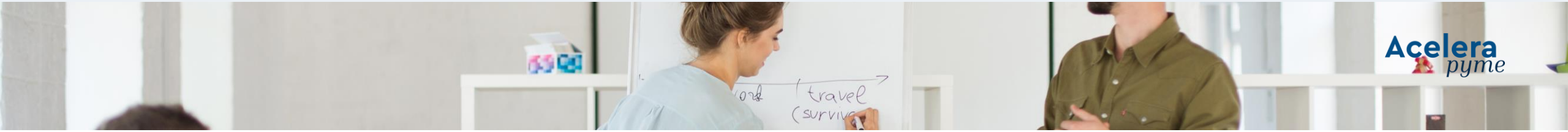
Use **game elements** to motivate users to complete actions.

Main benefits

Greater user participation and increased **interaction** with the brand.

Improved **customer retention** through **point systems**.

Increased virality, leading to greater **impact and reach** in the digital environment.



04.

Gamification for employee development

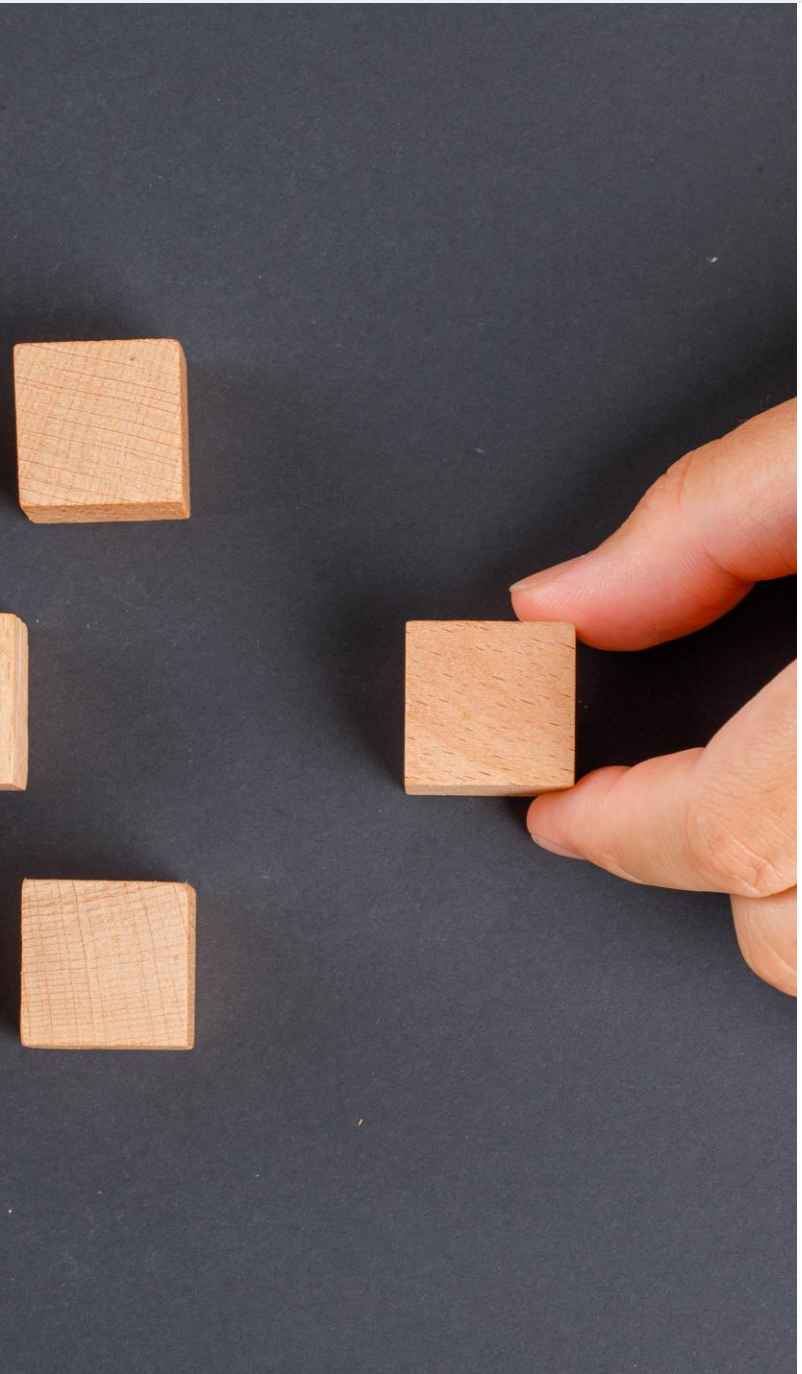
A key challenge for companies is to **train their employees effectively**. Doing so in a dynamic and entertaining way can help foster learning. Below are the key elements to achieve this, as well as the **potential benefits**:

Key elements

- Points
- Badges or medals
- Leaderboards
- Levels
- Narrative

Benefits

- Talent retention
- Employee motivation
- Team consolidation
- Reduced turnover
- Healthy competition
- Better work environment



05.

How to implement a gamification strategy in SMEs

01. Define objectives

02. Understand your audience

03. Design the gaming experience

04. Evaluate available tools in the market

05. Implement a reward system

06. Measure and adjust the strategy

06.

Platforms to boost gamification in an SME

Learningpark

- Focused on employee **training**.
- Game-based **evaluation.**
- 15€/year per user.

Zeppelean

- Focused on **enhancing employee feedback.**
- Offers **rewards** for each completed mission.
- 160€/month for up to 50 users.

iSpring Learn

- Focused on the **management and creation** of training programs.
- Offers **conversation simulations.**
- 2.98€/month per user.

07.

Conclusions

01.

Gamification is a **strategy** designed to **retain customers and employees** of an SME. It is based on promoting user participation by creating **dynamic experiences** for them.

02.

Clear objectives are needed to properly define the strategy and action plans. The main goal should be to **maintain interest in the long term**, both for the customer and the employee.

03.

Making proper use of gamification allows SMEs to gain a **competitive advantage** over other companies in the market.

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