

Bringing Our A-Game: 5 Key Gamification Strategies for sustaining engagement.

WELCOME

The webinar **Bringing Our A-Game:
5 Key Gamification Strategies**
will begin shortly.

OUR GUESTS TODAY



James Butler
Digital Product Manager
Vodafone

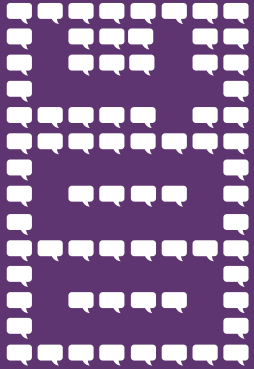


Xavier Jiménez
Senior Director, Strategy Consulting
Lithium Technologies

TODAY'S AGENDA

- State of gamification industry
- Gamification planning for communities
- 5 key gamification strategies for sustaining engagement
- Customer story – how Vodafone developed an enterprise gamification program
- Q&A

LITHIUM BY THE NUMBERS



customers

100M



monthly users



30M

verified answers

700

Million

users identified
and profiled



36

languages

our rank and reputation engine powers some of
the world's best digital customer experiences

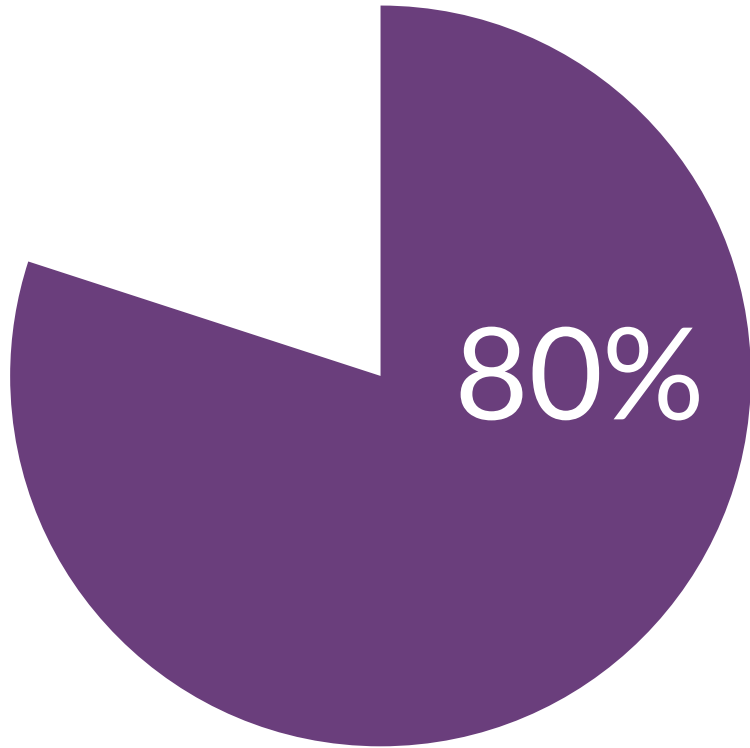
THE PROMISE OF GAMIFICATION

- encourages sharing
- helps build trust and cohesion
- motivates customers & employees to engage with your brand or each other more frequently, more passionately
- finds and cultivates your superfans



all key ingredients for creating a vibrant social destination

THE REALITY OF GAMIFICATION



“by 2014, 80 percent of current gamified applications will fail to meet business objectives, primarily due to poor design.”

Source: Gartner

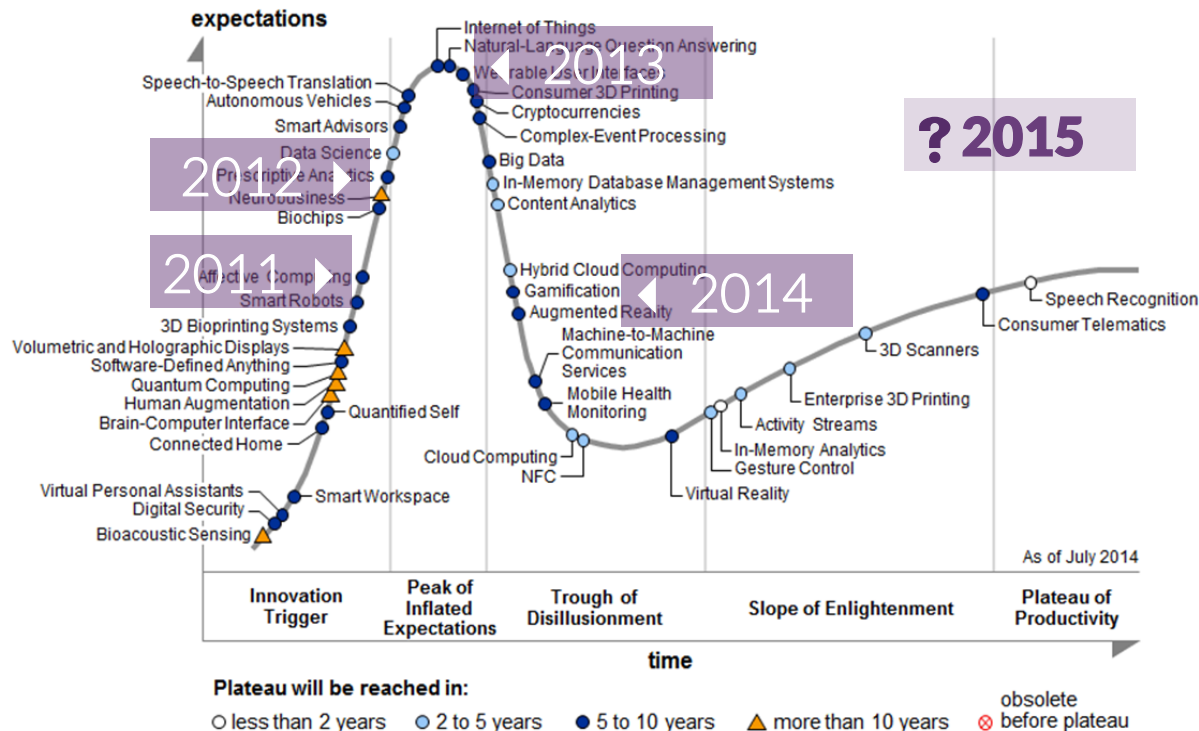
GARTNER HYPE CYCLE FOR EMERGING TECHNOLOGIES



2014

In the span of 3 years gamification moved from a technology trigger through the peak of inflated expectations into the trough of disillusionment.

In 2014 the plateau was on track to be reached in close to 5 years!



GARTNER HYPE CYCLE FOR EMERGING TECHNOLOGIES

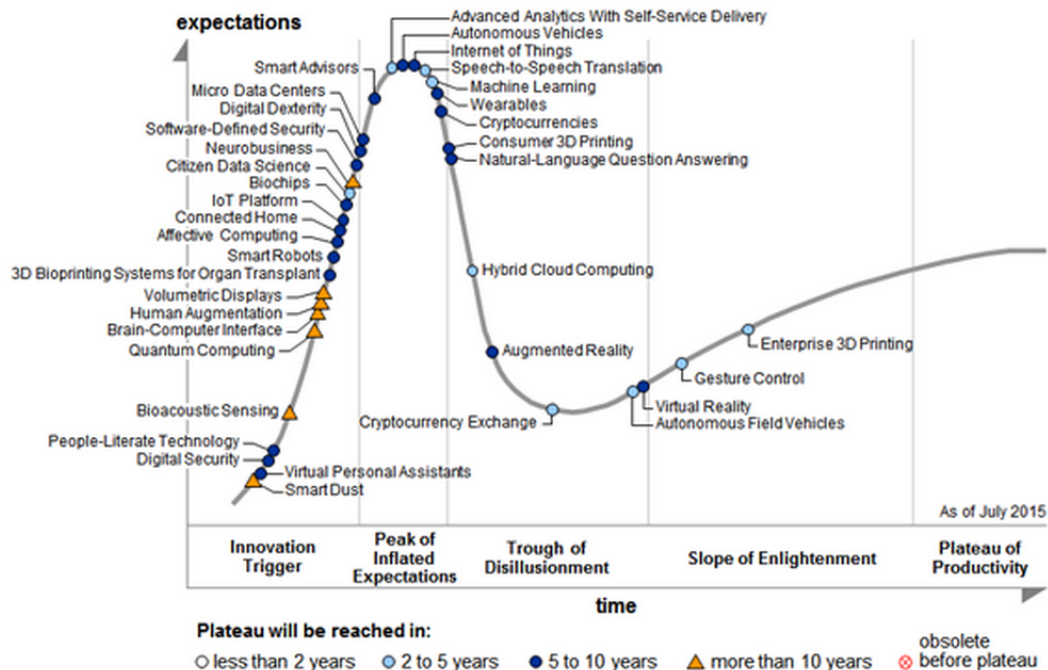


2015

In 2015 Gartner removed Gamification from its hype cycle.

Gamification is now commonly referred to as an integral part of digital marketing

Figure 1. Hype Cycle for Emerging Technologies, 2015



Critical difference between success and failure



Asking the right questions

- **Who** is involved [who are the members/players?]
- **What** goals do we [business and members] have in common?
- **Why** is gamification good for our business, in the long term?
- **How** will we organize our efforts or initiatives?



It comes down to planning
the community member
journey, over time

Who: are the members / players involved



Customer
Type

- New?
- Existing?
- Active?
- Lapsed?
- Loyal?



Gamer
Type

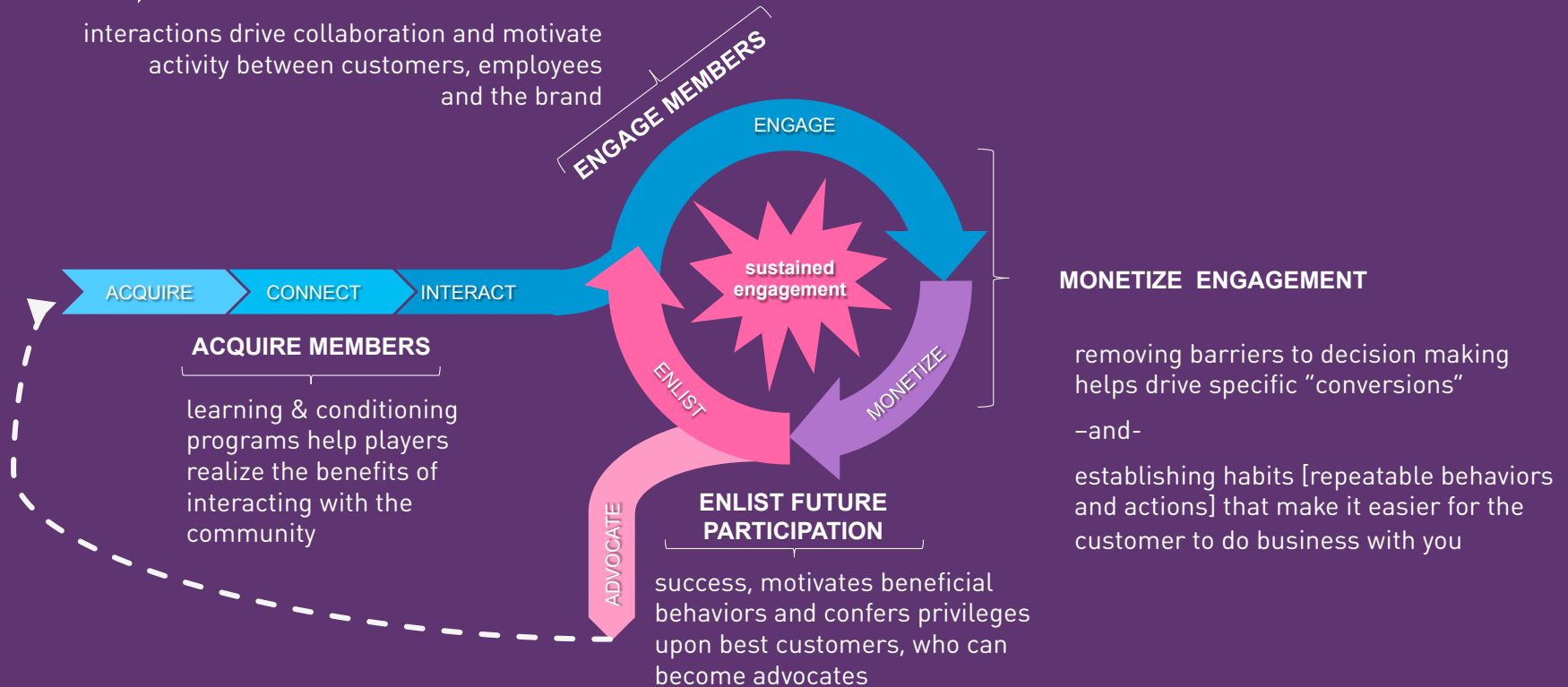
- Achievers?
- Socializers?
- Explorers?
- Killers?

What: goals do we have in common?

Examples of mutual goals could include:

- Learning about products, resources, or the community
- Feeling connected to others or part of a “movement”
- Sharing social objects / ideas to increase status or reputation
- Earning rewards for participation
- etc.

Why: gamification is good for business, in the long term



How: will we organize our efforts or initiatives

Improve how people currently learn to use or participate in the community

Gameplan #2

Leverage connections and interactions to assist in converting, delivering, satisfying, and up-selling

Gameplan #4

onboarding

engagement

monetization

enlistment

Gameplan #1

Motivate people to continue to visit, read, share and create new content on community

Gameplan #3

Empower super users, advocates and evangelists with tools they need to co-create content, help others or innovate, etc

5 STRATEGIES FOR SUSTAINING ENGAGEMENT OVER TIME



1. Define the player journey and customize gamification elements for specific milestones [onboarding, engagement, monetization, enlistment]
2. Create simple onboarding games to educate players and prime engagement for the next phases and customer journey milestones.
3. Use both motivation and reward to drive behavior change
4. Identify where players are getting stuck, and create simple games or missions to help them continue their journey
5. Recognize and reward users who model the good behaviors you want to sustain

Customer Story – Vodafone



CASE STUDY – VODAFONE UK

- Lithium customer since 2009
- Started our Gamification Programme in August 2014
- Community Gamification Goals
 1. Grow the number of engagements
 2. Grow the number of Community Champions



Vodafone Social Official Vodafone UK blog

Go to [vodafone.co.uk](#) homepage > [Privacy and cookies](#) >

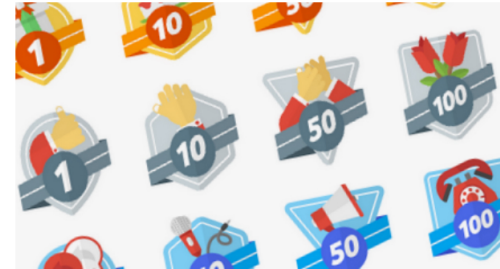
Show: Home Phones Network Mobile Life Family Zone Doing Good

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You've earned it: How the new badges on the eForum are our way of saying thanks

Thursday 20 November 2014

[eForum](#) [Mobile Life](#)



The [Vodafone eForum](#) is home to hundreds of thousands of posts and discussions created by you our customers. There's all sorts on there, from phone help and guidance, to general chat and tech discussions. And because we really appreciate every single one, we've launched badges, our new way to reward everyone who contributes to discussions on our eForum.

Latest tweets [@vodafoneUK](#)

The RSS feed for this twitter account is not loadable for the moment.

More Vodafone stuff

- [Vodafone UK store](#) >
- [Forums](#) >
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Keep in touch





CASE STUDY – VODAFONE UK

Through partnering with Lithium's Services group, we ran a Gamification Strategy workshop for staff onsite here in the UK.

We explored features of the lithium platform to onboard new users, encourage sharing, motivate more frequent engagement.

We identified the onboarding of community users as the most critical step to the success of our long-term gamification strategy.





CASE STUDY – VODAFONE UK

Identified On-boarding Problems

- Users not engaging with Kudos and solutions
- Difficulty identifying and recruiting new super users.
- High number of single use issues posted

All of our Community Champions first visited the Community eForum because they were trying to resolve a problem

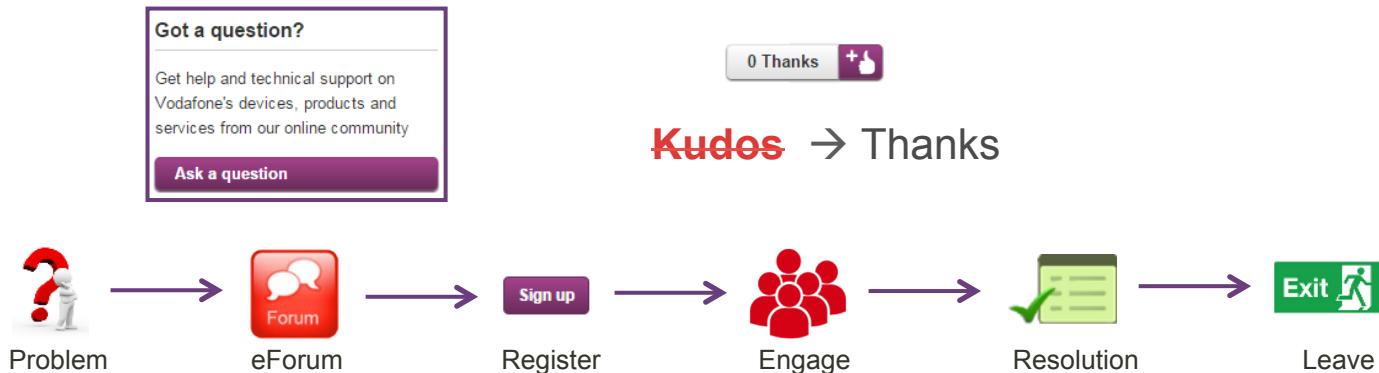
Core Journey





CASE STUDY – VODAFONE UK

Optimize Core Journey



Got a question?

Get help and technical support on Vodafone's devices, products and services from our online community

[Ask a question](#)

0 Thanks

Kudos → Thanks

Registration * Required information

Username *

Password *

Confirm password *

Email *

Confirm Email *

Remember me

I've read and agree to the Vodafone Community [Terms & Conditions](#) *

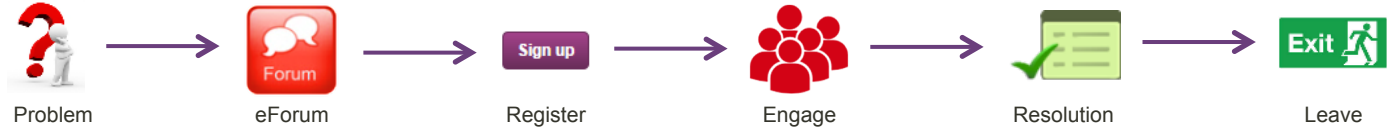
Is this the best answer?

- Relevant Posts**
- student discount
 - how to unlock my phone
 - Odd "Purchase" appears on bill
 - Version 3 VSS Lights (Power - ...
 - Correct lights on but not pick...

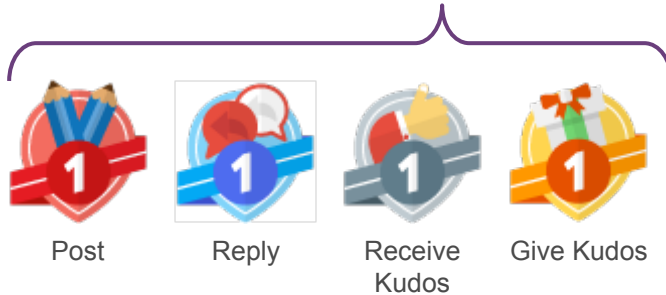


CASE STUDY – VODAFONE UK

Education of core functionality



Badge awarded for the first time a user completed any of the four 'core engagements'



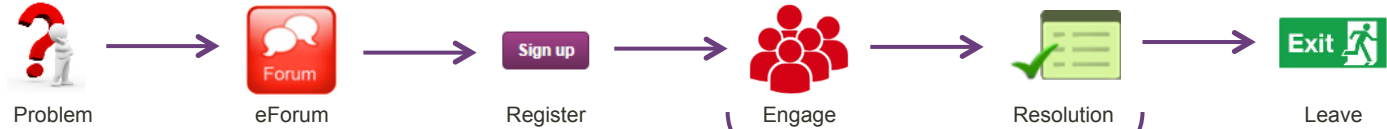
Kudos is the first action of recognition and engagement.

New members will receive a badge after their first interaction

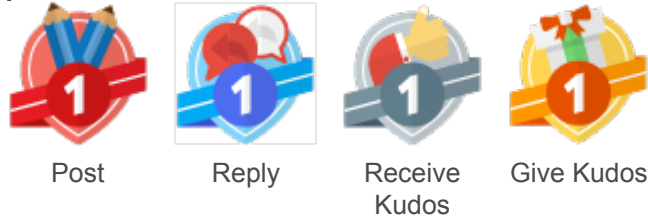


CASE STUDY – VODAFONE UK

Education of core functionality



Increasing education of the 'core engagements' can lead to adoption



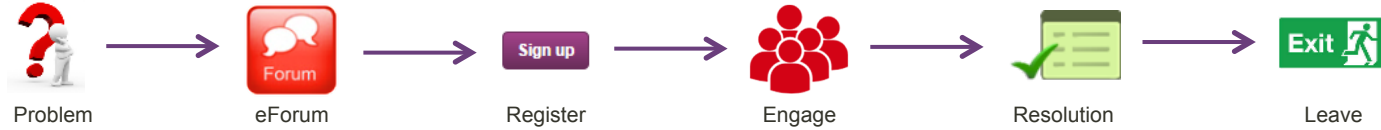
Further engagements triggered after resolution [emails] encourage users to return to the site.

New users can now acknowledge resolution provided through peer to peer support



CASE STUDY – VODAFONE UK

Identify Potential Super Users



New users must earn ALL 5 badges in order to be awarded with the 'Welcome to the community' badge.



Post



Reply



Receive Kudos



Give Kudos



Complete profile

More 'engagement' badges become available once a member has earned the 'Welcome to the community' badge



Welcome to the community

Users must complete their profile with the following:

- First name
- Postcode
- Device
- Plan
- Bio



CASE STUDY – VODAFONE UK

Engagement Badges

 Post	 Reply	 Receive Kudos	 Give Kudos	 Special	 Tag	 Solution
 Author	 Communicator	 Thumbs up	 Thank you	 Completed profile	 Marker	 Bullseye
 Writer	 Responder	 High five	 Many thanks	 Welcome to the community	 Stamp it	 Blockbuster
 Wordsmith	 Conversationalist	 Round of applause	 Thanks a bunch	 Most valuable person	 Tagger	 Going for gold
 Laureate	 Socialiser	 Standing ovation	 Thanks a million	 Post of the month	 Graffiti artist	 Mastermind



CASE STUDY – VODAFONE UK

Results: Key Stats and Highlights

In Aug 2014 we launched the Premium Gamefication module, with 26 badges and a review of our onboarding experience.

From August 14 to March15 **205,529 badges had been awarded** , with an increase in engagement across all of the core activities we targeted including a **20% increase in kudos** and a **7% increase in solutions**.

Core Activities	3 months before	3 months after	+/-
Topics	4,466	5,590	+ 1,124
Replies	28,777 [6.4 Replies per Topic]	35,319 [6.3 Replies per Topic]	+ 6,542
Kudos	16,540 [3.7 Kudos per Topic]	19,845 [3.6 Kudos per Topic]	+ 3,305
Solutions	588 [0.1 Solutions per Topic]	634 [0.1 Solutions per Topic]	+ 46
Tagged Messages	928	978	+50






CASE STUDY – VODAFONE UK

Results: Key Stats and Highlights

Since we launched, 33 members, including 17 new members, have been identified and added to our nurturing programme to develop new Super Users and Community Champions.


Within 12 months we had nurtured 2 new community members through our ranks to become a 'Super User'. They provided more value to the Community than the cost of the Premium Gamification module.



chloe2612
Rank 1: Guest

About

my name is Chloe I'm almost 23 this July same day Prince George turns 2 im a mummy to my beautiful little girls Sofia and shayla Sofia turned 2 on 26/12/14 and shayla will turn 1 on 16/7/15 I love being with my family and friends and hope to be a qualified midwife in the future x



MobileNinja
Rank 14: Guide III

About

I've worked in the mobile industry for many years. I love mobile phones, have a sad knowledge and history of old school Nokia's and Motorola's through to those we know and love today like iPhone's and Android. I also know a bit about customers consumer rights when it comes to mobile phone contracts, such as bills, charges, phone warranties and mobile networks.



What is next



Putting it all together

1. **Create your Game Plan** – Collaboratively plan, design and launch a baseline program for onboarding new members into community.
2. **Develop Systems and Processes** - to support testing and measurement of goals and outcomes.
3. **Launch and Optimize Program** - evolve strategies & metrics needed to meet onboarding goals.
4. **Operationalize Program** - Establish best practices for using game mechanics to assist onboarding users in community.
5. **Extend Program** – Develop new Game Plans, for other users, for engagement, monetization, enlistment etc.

Q&A