



A Large Business Services Company

Maritz Game Science Solution Drives Dramatically Higher Levels of Activity and Engagement



Situation

The client, a large Fortune 500 Business Services Company, wanted to encourage their sales partners to participate and engage in their loyalty program as well as educate them on their newly redesigned website in an effort to prevent confusion, dissatisfaction, and a reduction in sales claims. The client's specific goals were to:

- Ramp-up the new website education process
- Give sales partners a fun and engaging reason to navigate through the website
- Reward sales partners for familiarizing themselves with the new site
- Increase sales claims

Solution

Maritz presented the client with a game science proposal. Maritz proposed that by tapping into our knowledge about the human sciences and the four-drive theory – the drives to acquire, bond, create and defend – that we could incorporate game science mechanics to create renewed interest and engagement among participants during a redesign and re-launch. The solution integrated specific game mechanics into the program website to drive engagement and reward participants for successfully navigating through the site. Participants were incented to earn “badges” by looking for pieces of virtual content. “Badges” are dynamic and configurable artifacts that represent accomplishments. By introducing game mechanics and providing visual rewards for participation, the client was able to achieve their above-stated goals.

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Results

- The number of site visits tripled, post-redesign, with the game mechanics elements in place.
- Sales partners stayed on the site almost three minutes longer than they had prior to the redesign and gaming dynamics established.
- The number of return visitors increased by nearly 1,000.
- Number of sales claims doubled between October 2010 and March 2011.

The response rate was so successful that the client is looking forward to incorporating additional game mechanics in the future. This story proves that creating compelling and meaningful experiences for participants is a critical success factor to overall program performance. It leads to increased engagement, brand affinity and, as a result, an increase in revenue for the client.

For more information on game mechanics, email info@maritz.com or call 1-877-4MARITZ.

