

GAMIFYING LEARNING AND ENGAGEMENT

AT MNC BPO

The client is a major multinational engineering and electronics manufacturing company, specializing in automotive components, industrial products, and home appliances. The Indian arm of the clients is one of the world's leading global supplier of technology and services, offering end to end Engineering, IT and Business solutions. With over 7000 associates, it is one of the largest centers of the client outside its parent country.

To engage its 7000-strong workforce, the client initiates an annual talent engagement event each year, focusing on a specific theme. In 2016, Gamification was mandated to become a part of the larger learning strategy of the client, to create significant learning impact and ROI on developing behavioral competencies. To familiarize employees with the concept and its impact on behavioral change, the client decided to use "Gamification in Learning" as the theme for the employee engagement initiative as well.



Challenge

- Previous engagement initiatives had focused purely on technological skills. There was a need to highlight the criticality of behavioral skills for employees through the engagement
- With millennials gradually becoming a significant part of the organization, traditional approaches to engagement would not be as effective, due to low participation and experience. An engagement initiative built on experiential technologies was considered the ideal way forward
- Since gamification was a new concept to the geographically dispersed workforce, the engagement initiative had to be virtual so that the employees could understand and experience gamification irrespective of their location, and the associated costs



Solution

- To introduce the client workforce to the concept and value of gamification, KNOLSKAPE curated a day long immersive, and high impact engagement initiative, to highlight the importance of critical behavioral competencies, such as decision making, and strategic execution
- In the first phase of this engagement solution, tech and non-tech/business teams were put through a round of simulation play, with the objective of understanding their decision-making proficiency in their actual roles
- The teams that showed the most effective decision-making capability then moved on to the final round, moving one level higher to focus on strategic execution
- Teams competing in this competition experienced the career growth that comes from focusing on developing behavioral competencies
- The engagement solution also incorporated the use of a mobile application, to highlight continued engagement and learning. Employees who either did not take part in the competition, or did not progress to the final round were kept engaged through polls and quizzes on the mobile app



Impact

- Employee Engagement - The biggest impact of this initiative was that KNOLSKAPE was able to transform the employee engagement experience for the client's workforce, to a highly experiential, and immersive technology based experience
- Immersive experience - The simulations in the engagement initiative were able to highlight the criticality of behavioral skills to the participants, through life-like scenarios and action oriented decision making, rather than simply provide employees with information about their value
- Location Agnostic – As the entire event was developed on technology platforms, there was no requirement for participants to travel to a specific location, thereby overcoming several logistical hassles such as travel and accommodation, venue for the event, and so on

The engagement initiative with the client proved to be very successful. Not only was the initiative able to engage the employees, it also created an appreciation for behavioral skills among employees, and introduced them to the concept of gamification in learning.

