



## Using Gamification to Increase Engagement

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### SNAPSHOT

#### The Challenge

Lack of community engagement in an existing digital workplace program.

#### The Goal

Familiarize employees, especially international workers, with the online community's capabilities and resources.

#### The Outcome

Increased collaboration and engagement with employees and senior leadership.

### THE CHALLENGE

Heifer International is a global nonprofit with a mission to end hunger and poverty while caring for the Earth. For 75 years, they have provided resources and training to improve the lives of those who struggle daily for reliable sources of food and income.

To celebrate their 75<sup>th</sup> anniversary, they launched a points and status gamification feature within their digital workplace. Over 1,100 global employees were encouraged to:

- **INTERACT** with the community platform by updating their profile information and adding a photo.
- **LEARN** about the features and functionalities of the digital workplace.
- **COLLABORATE** and share information across global teams.
- **INSPIRE** each other to live the core value, "Passing on the Gift" by giving another colleague a chance to win a prize.

The Heifer International community team sought to increase engagement and get senior leadership to promote the use of the digital workplace throughout the global organization.

### THE GOAL

Get more employees actively engaging with the digital workplace.



## THE OUTCOME

Since the gamification feature employees have been increasingly interacting and collaborating.

### Engagement Impact

- **Blog Interactions:** The blog post announcing the game and rules has the #2 spot in the “Top Content” list.
- **Leadership Participation:** Senior leadership leveraged the game to promote the use of the digital workplace. One Senior VP doubled the prize amount if one of their team members was the first winner.

Participation by senior leadership has a direct impact on how engaged their employees will be in an online community. When executives are engaged, it creates a cultural shift where community participation is expected, regardless of status.

### Learning by Doing

Users became familiar with the features and capabilities of the digital workplace by engaging with the platform through the contest. They earned Points and advanced to higher Status Levels by creating forum topics and commenting on and rating content. Additional Badges and Points were awarded by the community team when an employee published a blog and fill out their Profile 100%.

#### Earn Points

Earn Points and advance to higher Status Levels by performing these actions on The Corral:

1. **Add a rating** = 75
2. **Create a comment** = 750 points
3. **Reply to a forum topic** = 750 points
4. **Create a forum topic** = 5,000 points

#### Status Level

Each Status Level represents a milestone to showcase your interaction and collaboration on The Corral. Everyone will begin with zero Points.

Points and Status Levels					
<i>*Points and Status updates once every 24 hours.</i>					
Points Earned	7	75	750	7,500	75,000
Status Level	Connector	Visionary	Influencer	Innovator	Changemaker
Status Symbol					

## THE TAKEAWAYS

1. **Get Creative:** By gamifying participation, employees were excited to participate, and it didn't feel like another thing on their to-do list. Participating in a company intranet doesn't have to be boring.
2. **Dangle a Carrot:** Small rewards can yield big results. The three \$75 rewards were enough to get people online and engaged. A small investment for long-term benefit.
3. **Show, Don't Tell:** Encourage users to learn by doing. Give clear directions on the desired outcome and let them figure out how to make it happen.