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The Navigator for Enterprise Solutions

Gamification Technology Solution Special

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## 20 Most Promising Gamification Technology Solution Providers - 2017

The modern society spends the majority of their time in mundane activities and the overall productivity is hampered as motivation decreases over time. As attention span decreases with passing years, executives are turning in their hour of need towards gamification. It has successfully increased employee engagement within an organization and improved the productivity and value of work. Consequently, a captivating gamification technology will help companies set a high bar for employee satisfaction.

Gamification as a whole is a rising market trend with a prediction of 5.5 billion dollars market value by 2018. Companies have increased the utilization of this technology to drive employees towards a competing scenario that would amplify action in the corporate ecosystem. Additionally, it provides a platform for the executives to analyze and

evaluate the performance of the employees enrolled in the gaming solution. Moreover, artificial intelligence is being integrated by gamification solution providers to enhance the user experience through augmented interface interaction.

Like any other arena, the gamification landscape is flooded with myriad solutions and thus zeroing in on the apt one remains an uphill task for a CIO. To tread on the right path, Logistics Tech Outlook has become the torch bearer in the gamification solution landscape. Our distinguished selection panel, comprising CEOs, CIOs, VCs, industry analysts and the editorial board of Logistics Tech Outlook narrowed the final 20 providers that exhibit competence in delivering gamification solutions.

We present to you CIOReview's "20 Most Promising Gamification Technology Solution Providers - 2017."



**Company:**  
GP Strategies

**Description:**  
GP Strategies is a global performance improvement provider of learning solutions that power workforce performance

**Key Person:**  
Thomas Pizer  
Director, Learning  
Technologies  
Ann Rollins  
Learning Strategist

**Website:**  
[gpstrategies.com](http://gpstrategies.com)



Thomas Pizer

# GP Strategies Workforce Performance Powered by a Gamified Approach

Corporate learning and development (L&D) organizations are challenged to reach an ever-evolving audience. Their reasons for employing game-based and gamified learning are unique to their diverse industries, audiences, motivational factors, and business requirements. Gamification is not only about implementing new technology, but understanding the unique challenges in learning management and building solutions based on the learner's role in an organization. Driven by this idea, GP Strategies is helping large enterprises use game mechanics in creative ways to drive performance. Providing training and performance support for more than five decades, GP Strategies brings deep understanding and insights on learning management to address the specific business problems of their enterprise customers across industry verticals.

GP Strategies initiates client engagement from the perspective of solving a business or learning challenge. "We take an outcomes-based approach to every learning program, whether it employs gamification or any other learning-based technology or approach," says Thomas Pizer, Director of Learning Technologies at GP Strategies. Solutions are based on the specific learner roles in the organization. "We take a targeted approach

when we recommend gamification as a delivery strategy," explains Ann Rollins, a Learning Strategist at GP Strategies.

The company deploys two similar but distinct types of gamified learning: game-based and gamification. In game-based learning, the game essentially is the learning, which gives learners, managers, and the business an opportunity to evaluate performance outcomes and determine where additional reinforcement is needed. Whereas gamification comprises competition or rewards offered to the learner to incentivize them to complete learning activities.



Ann Rollins

**“We take an outcomes-based approach to every learning program, whether it employs gamification or any other learning-based technology or approach”**

GP Strategies is technology agnostic and chooses the right technology and approach to meet the unique learning requirements of their clients' business. The company also has partnerships with several platform vendors and has established development frameworks to support many different approaches to implement game mechanics. GP Strategies utilizes platforms such as Degreed, mLevel, and Intrepid, among others, to build customized learning programs inside of the client's learning management system.

GP Strategies has incorporated Augmented Reality (AR) with a few clients and has won a peer-voted industry award for the Best Sales Training Solution at DemoFest for a sales training program that incorporated AR as part of the experience. The program was new vehicle sales training for automotive sales consultants. The gamified experience broke out participants into teams, served up video, and required participants to create a pitch based on a customer scenario. The AR activity also included a quiz with a backend leaderboard.

In addition, GP Strategies has also helped a global health service company improve workforce performance with a gamified solution. A virtual instructor-led training program was designed through which the client could get accurate information pertinent to learners' performance and the effectiveness of the learning material. "Gamification allowed us to not only motivate learners to complete the activities, but also to provide analytics regarding individual performance within the overall learning experience," says Rollins.

With digital transformation gripping the enterprise world, GP Strategies continues to identify the evolving trends in learning behavior and performance. These insights help the company to devise new digital learning strategies and address the needs of the modern learner. GP Strategies designs solutions that integrate gamification and game-based mechanics in a cohesive manner within the business context to drive workforce productivity. **CR**