



Unlocking Your Team's Latent Potential.

How Gamification Drives Motivation,
Performance, and Business Growth.

What if your biggest business challenges could be solved like a game?

What is Gamification?

Gamification is the application of game elements and mechanics to non-ludicrous activities. It makes routine tasks more attractive and enjoyable without changing their ultimate goal.

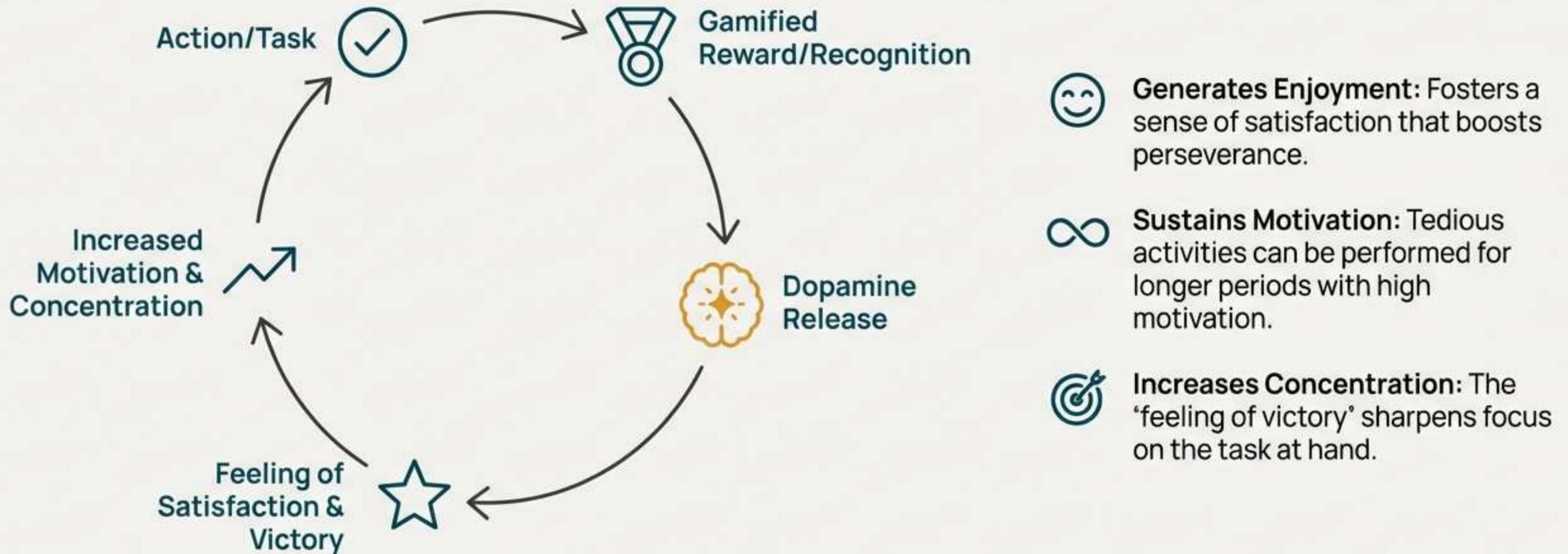
Key Objective

To boost motivation and improve participant results through a system of rewards and compelling storytelling.



The Science of Motivation: Hacking Human Psychology for Better Performance

Gamification activates positive emotions by triggering the release of dopamine—the neurotransmitter responsible for pleasure, which our brain secretes when we receive a reward or recognition.



The Gamification Toolkit: Core Elements of Engagement



Objectives

Break down large goals into smaller, achievable short-term and long-term targets.



Progress Bars

Visualize evolution, showing what's been accomplished and what's left to do.



Instant Feedback

The best way to stay motivated is to see results in real-time.



Social Components

Rankings and teams foster healthy competition and collaboration.



Rewards

Offer symbolic prizes (medals, badges) or real ones (experiences, money).



Curiosity

The drive to see what's next and whether you will reach the goal keeps users engaged.



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The Impact on Your People: A More Motivated, Recognized, and Productive Team.

1. Enhanced Motivation

Employees can clearly see their results and track their professional evolution. The number of unproductive employees is reduced from **12% to just 3%**

2. Public Recognition

Through scores and rankings, employees feel their hard work is publicly valued and appreciated.

3. Improved Work Environment

A more informal and fun atmosphere strengthens relationships between colleagues.

4. Tangible Rewards

Competitions that reward top performance add extra value to conventional work.

The Impact on Your Business: Driving Tangible Growth and a Stronger Organization

44.7%

Projected growth of gamification use in European companies between 2020 and 2025, according to Markets and Markets. Your competitors are already taking notice.



Improves Business Results: Achieve sales increases of up to 20%.



Increases Engagement & Retention: Gamification is a powerful tool to attract and retain top talent.



Delivers Valuable Data: The system captures performance data, helping to detect weaknesses and identify new business opportunities.



Offers an Adaptable System: Can be deployed across different departments to achieve diverse objectives.

The Blueprint for Impact: Gamification Across Your Organization



From hiring and training to sales and customer service, gamification provides a flexible framework to solve your most pressing departmental challenges.

Powering Your People Engine: Human Resources & Training

Human Resources



Hiring: Assess candidate skills in a creative and effective way.



Talent Retention: **58%** of employees in gamified environments stay with the company for three years (McQuaig, 2021).



Wellness: Improve emotional well-being and reduce stress, increasing team productivity.

Training & Development



Onboarding: **54%** of new hires are more productive thanks to gamified onboarding.



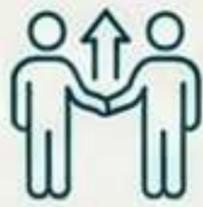
Skills Development: Increase knowledge retention by **30%**.



Hero Stat: **47.5%** growth in the use of gamification for corporate training since 2020.

Fueling Your Growth Engine: Sales & Customer Service.

Sales



Higher Productivity: Boost team engagement and participation through internal competition.



Increased Sales: Teams using Playmotiv report sales increases between **16% and 20%**.

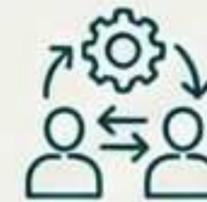


Enhanced Brand Image: Gamifying for sales reps and distributors puts your brand top-of-mind.

Customer Service



Better Quality: Improve customer service through engaging training and evaluations.



Higher Engagement: Increase the commitment of call center agents and point-of-sale staff.



Proven Results: We have developed over **230** gamified group dynamics for call centers, increasing team productivity by up to **17%** with **90%** satisfaction.

A Versatile Solution Proven Across Industries



Retail

Recognized as one of the top 5 global gamification solutions for retail (StartUs, 2021). We've gamified **17,000** retail points of sale.



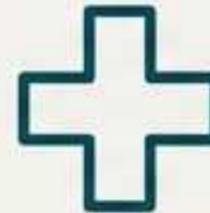
Call Centers

More than **21,000** telephone agents participate in our gamifications annually.



HORECA

Achieve **97%** satisfaction among participants by training and motivating distribution teams.



Healthcare

We've gamified **6,500** pharmacy teams, training sales delegates and pharmacists on key product features.



Insurance

1,400 insurance agencies have used Playmotiv to increase policy sales and cross-selling.



Banking

Our platform can impact more than **10,000** people simultaneously, training teams on new products and services.

From Strategy to Results: The Playmotiv Method



Our Platform, Your Success. The Proof is in the Numbers.

+37,000

Active Players

240

Games Developed (in the last year)

97%

Participant Satisfaction Level

+95%

Effectiveness in Gamified Onboarding

60%

of Games with Remote Players

This is What Engagement Looks Like.

We create 'Serious Games'—compelling virtual adventures designed to motivate your teams.



Everest Ascent:

Organize an expedition with your team to reach the summit.



Music Awards!:

Turn your teams into bands competing in a talent show.



Space Expedition:

Explore distant solar systems in search of resources.



VICO Mission:

A world of challenges and tests for call center agents.

Ready to Unlock Your Team's Potential?



Let's build a game plan for your business.

Request your personalized demo at:

www.playmotiv.com

Explain your project, and we will help you grow.