

The Science of Gamification – Why your business needs it

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The Science of Gamification – Why your business needs it

You have probably heard a lot about **gamification** lately. How it makes routine tasks fun and motivates users to engage. Although we know it does all that, do you know how it works and the science behind this amazing gamification concept?

Understanding this will help you uncover methods that you can use for your business to increase user engagement, improve customer experience, and loyalty.

So, let's dive in.

The term gamification was first coined in 2002 by Neil, a computer programmer. Since then, it has been used for the gaming elements integrated into an app or website to gamify the user experience.

Gamification refers to the game mechanics which are applied in non-gaming environments. In simple words, gamification uses the key elements of a game on a website or app that motivates users to participate and complete a task. The gaming elements make the whole experience exciting and fun for users.

When applied into loyalty programs, gamification motivates users to stay engaged in the program and encourages them to compete for higher levels.

The more users engage on a platform, the more they are likely to buy and stay loyal to the brand.

This is how the gamification model works in driving engagement and improving the overall user experience. It is a very powerful tool that businesses must use to drive revenues and increase engagement.

Like the idea of gamification?

Don't go anywhere we have so much to catch up on.

We will discuss the science of gamification, how it works, and how it benefits a business. We will clear all your doubts today.

The Science of Gamification

Gamification is not a game.

Gamification is simply adding gaming mechanics to a non-game context. Examples include points, missions, leaderboards, badges, and progress. These game mechanics measure how users engage with a gamified program and receive rewards and accomplishments.

Gamification brings fun into routine tasks and evokes a desire to compete. A set of gaming elements are integrated into a website or app to give a unique experience to the users that spur participation for a certain task. Customers feel a sense of accomplishment when they earn badges and see their performance on a leaderboard. It works just like any video game. The only difference is, it is not a game.

How does it work?

Gamification is all about motivation, the desire and willingness to perform something. By adding gaming elements into a platform, you can engage your users and persuade them to do certain tasks.

Suppose you get a stamp every time you buy a coffee. Once you have ten stamps, you will get a free coffee. This is a simple example of gamification. It works by creating a sense of achievement and competition.

What do you need?



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tall drink. Does it motivate you to buy more drinks? Yes, of course. This is what we call gamification. It's like completing a level in a game and achieving a reward.

When we are satisfied or happy, our body releases a hormone called dopamine. Also known as a happy hormone. This hormone plays a crucial role in making us feel motivated. When a user receives rewards or accomplishes something, the same chemical releases feel-good vibes. This experience encourages users to stay engaged with the task.

When a user receives unexpected gratification, more dopamine gets released and the desire to perform the task gets stronger. Therefore, the more they do the task the more dopamine gets released in the body, and users stay motivated to complete the task.

Gamification is a fun tool that ensures that your customers are still engaging with your brand. The longer they spend interacting with your brand, the longer they stay committed.

93% of the marketers say they love gamification. ([optinmonster.com](https://www.optinmonster.com)) and By 2021, gamification's estimated global market value will likely rise to \$11.94 billion.

Why is the Gamified experience so popular?

Customer retention is a challenge for every business. With new brands popping up every year, it is getting difficult for small businesses to curb the custom churn. The only way to engage them is by offering incentives to the customers.

With a gamified loyalty programs, brands can offer rewards in a unique way. Of course, with the help of gaming elements. Customers feel a sense of motivation and satisfaction when they complete a task and get rewarded for it.

The more users participate in gamification, the more they engage with the brand and product. It boosts customer engagement and encourages them to stay loyal to the brand.

Why does your business need it?

Gamification improves the entire user experience on a website or app.

When your customers spend more time on the platform, they are more likely to engage and purchase in the future.

Here are the top reasons why you need to deploy gamification for your business;

Attract more customers to your business

The idea behind gamification is to offer fun and entertainment to the user. When you gamify the experience, your customers are more likely to engage and refer your brand to others. It is because it is a unique experience for them. They enjoy it, and they would love to stay for more.

Gamified experiences tend to attract more customers, increase brand awareness and also help in retaining loyal customers. Hence, deploying gamification for your business is a great way to keep your customers happy and engaged.

Collect insights about your customers

You get valuable insights about your customers through gamification.

How? Most gamification platforms require users to log in with an email id or social media credentials. It allows you to gather the data, and you can also track your customer activities on the platform. A large amount of data is generated through points, badges, and achievements under a gamified program. The data will go in vain if you don't analyze it.

Luckily, most gamification platforms have their analytics systems, which you must use to analyze data and make the most of it.

Froogal Intelligent CRM allows you to collect data and analyze customer feedback data with ease. Try it now.

Build Customer Loyalty

Of course, you want loyal customers. When you offer them gamified experiences on a website or app, your existing customers will be excited to participate in the new experience. And there is a good chance they would likely engage more with your brand.

Basically, with gamification, you create unique experiences for your customers, which lead to happy customers and build brand loyalty over time. Gamified experience not only engages your customers but gives rewards for spending their valuable time completing and engaging with the task. Hence, gamification builds customer loyalty by engaging customers in a new way.

Line out business goals by understanding your customers

Gamification is a creative way of collecting data and improving customer experience. When you understand your customers better by studying the data, you can align your goals with the customer

data. It will influence your marketing strategies and how you approach your customers on different occasions.

Engage your customers during the holiday season with gamification

Businesses can introduce gamification to increase sales during the holiday season.

How?

It's not that complicated.

During the holiday season, most customers make multiple purchases for their family and friends. If you want to grab their attention, you need to do something different than other brands. Right? What is better than a gamified shopping experience?

You can use game mechanics to encourage your shoppers to participate and buy more. Gamification can drive engagement in whichever form it is used on a platform. When you provide such experiences to your customers, they feel curious and are likely to buy more if you also offer amazing holiday discounts.

Wrap up

Gamification is here to stay. It will change the way brands interact and present themselves over online platforms. By integrating fun elements into the platforms, businesses can achieve high customer engagement in a short time.

More advancement in the gamification field will give more opportunities to businesses to gamify the experience for their customers and differentiate their brand from their competitors.

Launch a Gamified Loyalty program with Froogal

How about launching a gamified loyalty program?

Froogal CRM allows businesses to create loyalty programs without needing to consult with marketers or experts. Small brick-and-mortar businesses can easily introduce a mind-blowing program for their VIP customers and gamify the experience using the platform.

Talk to our expert for more details.

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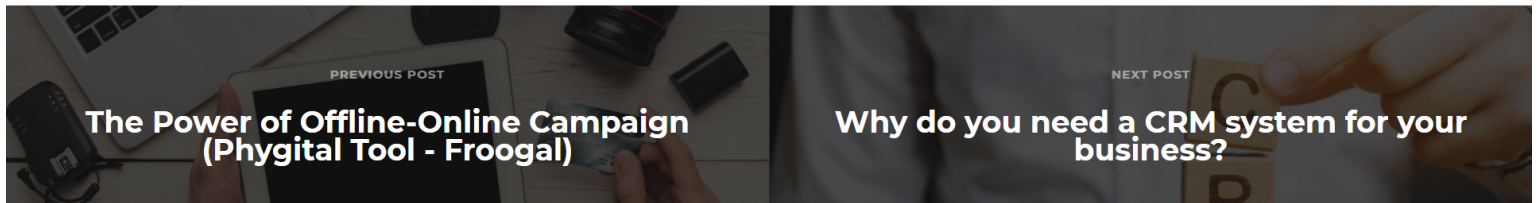
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