

Nomination: 6703

Gamification Strategy, an efficient solution to improve targeted skills

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

TELUS International

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Gamification Strategy, an efficient solution to improve targeted skills

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F65 - Skills Training

Training Programs or Media Submission Format

Written Answers

a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required

The gamification strategy launched on September 2021

b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required

Business process outsourcing (BPO) and information technology outsourcing (ITO) business relies on continuous training to ensure the effective handling of processes and overall performance compliance. The challenge is to minimize the impact of those learning events in the productive time built into contractual agreements.

To address it, TELUS International implemented the use of arcade games to offer time-efficient, targeted, engaging, and impactful skills training.

The gamification strategy provides enjoyable learning experiences through a variety of short games that target soft skills, technical knowledge, navigation skills, critical thinking, and behavioral aspects that drive KPI improvement.

This strategy is a vehicle to innovate in reducing training time and providing opportunities to practice within the flow of work. The objectives of this strategy are:

Provide consultation to clients to identify the root cause behind performance gaps through data analysis.

Build games that adapt to the learners' needs based on the Bloom's taxonomy levels of cognition.

Introduce a tool that is scalable and independent of trainer allocation.

Give team members micro-learning capsules of 2-3 minutes that won't impact productivity time.

The games provide formative feedback and drive deliberate practice. They require just 2 to 3 minutes, while traditional refresher training consumes up to 30 minutes from the learner. The impact on the targeted parameter is immediately noticed after the second session and performance increases as users repeat the game over and over.

Games make learning experiences accessible to team members, they are available to the learner independent of facilitators or trainers. This strategy is also scalable and can be extended to several accounts using curated customizable game templates.

c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required

TI piloted the arcade games with different industries and targeted various KPIs. Arcade games' impact was measured using the following metrics:

- Time and resource efficiency: Traditional ILT training or e-learning has an average duration of 30 mins. By using games learners don't need to step out of productivity and can use idle time to play. Training the 605 users that participated in the pilot would have resulted in 302.5 hrs of non-billable time for representatives.

- Repetition and practice increase the retention rate. On average it took 7 minutes (game duration multiplied by average game sessions) to learn a specific process.

- Scalability: Games are not bound to training space capability, service level agreement margins or trainer availability. During the pilot, 271 agents were trained at the same time.

- 7 games were deployed targeting different behaviors like process adherence and soft skills. The approach was tested in different locations and verticals and proved to be efficient in all of them.

Case Industry Targeted KPI Baseline Performance after game Impact

A Courier Game 1: Quality markdowns

for not offering options 78.41% 32.23% 46% markdown reduction

Game 2: Verification process

markdowns 55.41% 36.70% 19% markdown reduction

B Telecom T2B for billing Country 1: 85.73% Country 1: 89.34% Country 1: 4% improved

Country 2: 80.81% Country 2: 86.90% Country 2: 6% improved

C Financial services Refund markdowns 83.72% 22.56% 61% markdown reduction

D Insurance Positive phrasing score Country 1: 30% Country 1: 51.48% Country 1: 21% improved

Country 2: 22.14% Country 2: 44.25% Country 2: 22% improved

E Energy provider Authentication error 1.4 per week 0.33 per week 1.07 error reduction

Adoption

A total of 29 games for different clients have been built in the span of 1 year due to the success of the strategy.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Attached you'll find a document that contains further explanation of:

The business needs analysis conducted and the criteria selected to determine the success

Captures of how the games looks like

The game's rating based on the users' experience

Testimonials

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/16279/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjI3OSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbW9yZ1HVjL_k6CL_W9sOfzDH9kc?Gamification%20Strategy%20-%20Additional%20Information.pdf)

Would you like to add an additional supporting document?

No

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