

Nomination: 8822

2100, A Serious Game For Customer Service

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 Gamelearn ██████████ ██████████
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title 2100, A Serious Game For Customer Service
Category F01 - F80 Solutions, Implementations, and Training Programs or Media > F52 - F74 Training Programs or Media > F69 - 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 first version of 2100 was introduced in October 2016 and the new one in December 2023.

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

2100 is a futuristic adventure in which the student travels forward in time to begin from zero in a huge corporation. The goal is to become the company's CEO. Their success... or failure will depend on their capacity to listen to, help and take care of their customers.

Through 27 simulated real-life situations within this video game, students can work on a total of 17 skills.

- Customer service
- Continuous learning
- Self-control
- Self-confidence
- Self-awareness
- Information sourcing
- Coaching
- Effective communication
- Flexibility
- Conflict management
- Initiative
- Innovation and creativity
- Integrity
- Negotiation
- Problem solving
- Stress tolerance
- Decision-making

2100 is designed for employees who are normally in direct contact with customers and all professionals with management responsibilities who need to understand how customer service affects their company. The main objective of the game is to provide students with the knowledge and practice to develop and improve their customer service skills. They will develop their business acumen, improve key soft skills such as empathy, initiative and conflict management, while understanding the impact of ratings and customer reviews on business success.

The game-based learning methodology used in this serious game is a combination of three elements:

1. Quality content with a strong practical focus that is useful and is directly applicable to students' work and personal lives.
2. Gamification techniques such as storytelling, rankings, levels, and badges so that learning becomes a different and fun experience that generates student engagement.
3. An advanced simulator that recreates real-life situations so that the student can practice in a safe and stress-free environment while also receiving personalized feedback with areas for improvement.

Students only need an internet connection to access this serious game through the Gamelearn platform, which can also be integrated into their company's LMS as an additional solution.

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

2100 is part of Gamelearn's serious game catalog, which is offered in its entirety to all subscribers.

2100 has caught the attention of a great number of large and significant companies such as Michelin, MAN Truck & Bus, Abbott, KPMG, Apple, or JTI, and more than 18,000 employees have already played this serious game. 149 organizations in total have trusted this game to train their employees in customer service.

The figures obtained are impressive so far. Among its players, 2100 has achieved a score of 8.9 out of 10. 98% of users find this serious game applicable to their daily life and 95% of them would recommend it to their colleagues. On top of all that, 2100 has reached an average NPS score of 63.3.

Our Admin is full of positive reviews from students who have played 2100. We've included some of the reviews we've received in the attachment.

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

Through the following videos and documents, we'd like to give you access to content that may help you better evaluate the quality and benefits of 2100:

The synopsis describes the story behind the game, its target audience, and the learning objectives. The trailer tries to pique the viewer's interest, whereas the other attached video gives a more detailed overview of what players can learn in this serious game.

Webpage Link

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