Infosys Enterprise Gamification Platform
Gamification = Influencing the user engagement!!

Digital Engagement technique to Motivate People to change their Behaviors by combining the usage of Game Mechanics {Points, Badges, Leaderboards, etc.} and Experience Design {Game play, Story line}
Engagement is needed everywhere!

**B2E**
- Process, Tool, Technology Adoption.
- Employee Learning.
- Innovation Management.
- Performance Management.
- Reduce Employee Carbon Footprint.
- Improve Employee productivity.

**B2C**
- Improve Technology Adoption (Mobile channel)
- Increase adoption of automation (reduce manual processes)
- Customer Loyalty (Stickiness of customer)
- Social Marketing (Brand awareness)
- Crowd sourcing/ Crowd Testing.
- Financial awareness management.
- Healthcare.

**B2B**
- Partner Management.
- Partner Compliance/SLA management.
Infosys Enterprise Gamification Platform (iEGP) Components

Game Studio

Infosys Enterprise Game Studio

Game Scenarios

- NFL
- Cricket
- Health Care
- ecommerce shopping
- Golf
- Castle
- Football
- B2E
- Operator Performance
- Rider’s Club
- Agent Engagement
- Sales Effectiveness

Consulting Framework(s)

Configuration App.
Data Services
UX Services
Analytics
Infosys Enterprise Gamification Platform – Key Features

- Allows enterprises to build engaging user experiences by applying principles of Game mechanics to enterprise applications
- Platform provides rich Gamification API functionality, configuration app. as a foundational capability to rapidly Gamify apps.
- Multi-tenant platform supporting multiple applications across the enterprise. Provides unified gamification experience to the end user.

• Metrics based behavioral management
• Ability to score user activity /behavior
• User Challenges or Missions
• Treasure Hunt
• Literacy Module
• Rewards - Points redemption
• Metaphors
• Rules definition & customization
• Iterative Gamification using concepts like Sprint
• Display user leaderboards, Badges, Levels, Notifications
• Integrated user profiles
• Analytics & Rich Reporting
• Over 150+ REST services
• Built in Multi tenancy – Gamify many Apps.
| Core Data services | • User profile data
| | • Points, Leaderboard, Badges - data
| | • Activities, Notifications data
| Core UI services | • Display various leaderboard views
| | • Display Badges
| Challenge data & UI services | • All data services related to challenges
| | • Challenge UI
| Org level services | • User, Mechanics and metrics at Org level
| Redemption Data and UI services | • Redeem points, Currency conversion, Catalog data and display user interface
| Gamification Mechanics | Points and Badges
| | Levels and Leaderboards
| | Business Metrics based behavior
| | Campaigns or Sprints
| | Missions OR Challenges – Tasks
| | Marketplace/Rewards redemption
| | Metaphors
| | Publish Achievements to Social Channels (Facebook)
| | Sports Fantasy
| | Learning module
| | Treasure Hunt module
| | Gamification widget
| Supporting Features | Configuration App.
| | Rules Engine
| | Analytics Dashboards
| | Data Services
| | UI Services/widgets
| | Organization Level Services (Data +UI)
| | Gamification Widget Toolbar

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**Infosys Enterprise Gamification Platform : Feature list summary**

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Infosys Enterprise Gamification Platform – Key Implementations

- A leading US insurance company has deployed iEGP for communicating with Teen drivers to improve safe driving
- Implement support desk operator effectiveness solution for a Large Financial Global Client
- Implement Knowledge Management solution for a Large Agriculture Business
- Finacle Youth Banking is leveraging iEGP to drive teen onboarding, engagement and financial awareness
- Infosys Command Center-Virtual Ops has integrated iEGP to drive engagement with Support Desk staff
- Gamified Financial Advisor SLAs for a large financial institution
- Gamified operator safety, efficiency for Machine operators of a large mining company
- Infosys Encore is driving Reuse across various accounts using gamification principles enabled through iEGP
- Infosys Accelerate is driving employee engagement and fun at work using Gamification techniques enabled through iEGP
Scenario Catalogue

Soccer – Support Scenario

Build Your City

Gamified Banking

Personal Finance Manager

E-Commerce Shopping

On Boarding System
Scenario Catalogue

NFL-Support Scenario

Enterprise Gamification Widget

Roll On Banking

Agent Engagement

Support Business

Farmers Land
Infosys Gamification platform and services named a “LEADER”

In Gamification Industry Report published by Enterprise Gamification Consultants LLC

• Infosys Enterprise Gamification Platform and Services named “leader” among 12 universal, enterprise grade Gamification platforms

• “Infosys’ specific strength is the unique combination of being a software vendor and a service provider. For clients Infosys represents a one-stop shop with end-to-end solutions.”
Thank You