

Recognizing stand out behaviour.

Learn how BI WORLDWIDE Canada (BIW) helped a leading Canadian telecommunications company to push behaviour-based recognition through games and gaming.

BIW's **Game Arcade** is a simple and fun way to reward outstanding performance. It creates a vivid and lasting award experience by using game plays to recognize those who have performed desired behaviours or achieved a specific goal.

Objectives:

Recognize instances of acting in a significantly important department-valued behaviour while removing tedious administration work from telecommunications leaders.

Solution:

BIW designed and operated a behaviour-based nominations program for 1.5 months while implementing Game Arcade for awards through BIW's **Rewards Marketplace**. The core components of this program included:

- **Nominations program:** A behaviour-based program that allowed technicians to recognize peers for department-valued behaviours. Telecommunications leaders review nominations to select the winners. Leaders selected 8.1% of the submitted nominations as winners.
- **Game Arcade:** Applying gaming techniques to the program using game plays. Nominees and nominators were awarded game plays.
- **Knowledge reinforcement:** During the first two weeks of the program period, a quiz checked the audience's program and nomination process knowledge as well as the knowledge of the department's behaviour. Do it yourself (DIY) quiz functionality allowed the quiz to be created with ease directly on the recognition and rewards platform.
- **Communications:** Game Arcade reminder messages were sent to increase game play usage. Celebratory emails were also sent at the middle and end of the program to recognize nominees.

Results:

- **Program lift:** 208% lift in nominations submitted from the target.
- **Game play usage:** The game play rates for nominees and nominators were 100% and 67%, respectively.
- **Quiz:** In total, 268 participants passed the quiz. Platform-embedded reporting determined if there were any gaps in the audience around the valued behaviour and the nomination process.

With the behaviour-based nominations program in place, this telecommunications company saw a **208%** lift in nominations submitted from its target.

- **208%** lift in nominations

- **Overall game play rates were high**

- **268 participants passed the quiz**

208%
lift in nominations

100%
game plays by nominators

67%
game plays by nominees



This telecommunications company worked with BIW to implement a behaviour-based nominations program that delivered a significant lift in nominations through games and gaming.

To learn more about BIW and Game Arcade, visit: biworldwide.ca/gamearcade or email us at canada@biworldwide.com.