

# GAME ARCADE GUIDE

How games are revolutionizing sales incentives

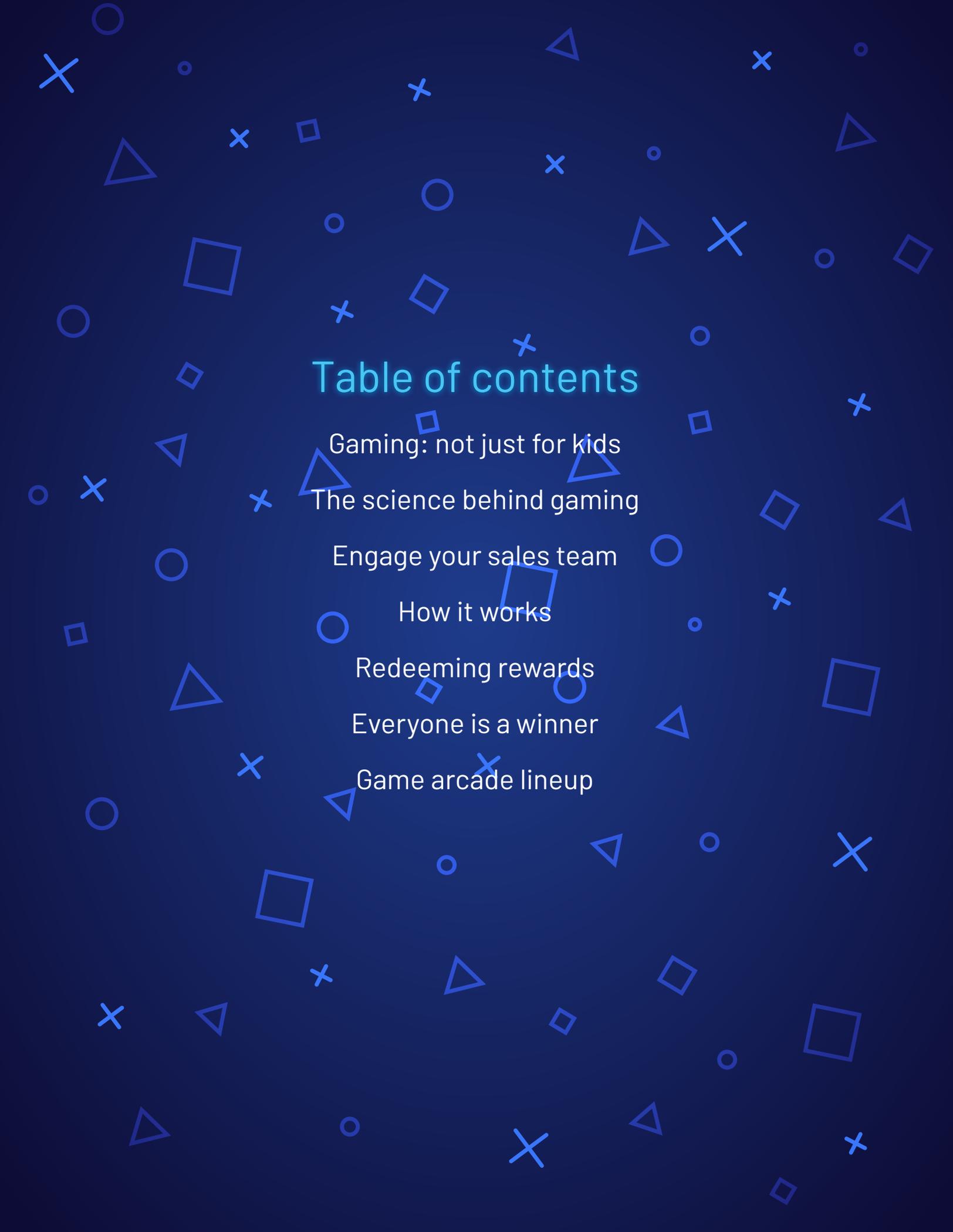


# Increasing sales results has never been so much fun!

Whether you're looking to reinforce the behaviours that drive your business or recognize specific goal achievements, BI WORLDWIDE's Game Arcade offers a simple, fast and unique method to reward the outstanding performance of your sales teams.

**With the Game Arcade, everyone wins...literally!**





# Table of contents

Gaming: not just for kids

The science behind gaming

Engage your sales team

How it works

Redeeming rewards

Everyone is a winner

Game arcade lineup

# Gaming: not just for kids

Games and gaming culture have officially become mainstream. They're everywhere.

There are games on your computer, on your tablet and on your phone. There are arcade games, single-player games, multi-player games, interactive games, games for kids, games for adults, games at home and games in the workplace.

It's estimated there will be 2.7 billion gamers in the world by 2021! ([Source: Statista, 2020](#)). Those numbers are staggering. So, yes, games are a big part of today's everyday life.

Why does this matter to you? Because you can use the popularity of games to elevate business performance and provide serious (and seriously fun) motivation for your sales team.





## The science behind gaming

At a purely social level, games are popular because they're fun. But there's more to it than that.

Games have the ability to surprise and delight, compelling us to want more. They tap into the part of our brain that loves a little hit of dopamine (that feel-good hormone) and we can't get enough.

The unexpected nature of a great game means you have no idea how much you might win. The amount (or the scale) of the reward changes randomly from game to game. This setup is intended to keep you playing because there's a chance that next time you might get the big prize.

This gaming technique is known as **Variable Ratio Reinforcement**. This is what keeps you coming back for "just one more" game, and then another, and another. That effect could be a little problematic if it keeps you playing until 3 a.m., but the effect can be leveraged for positive action, too.

In the workplace, games are popular because they provide a proven and appealing mechanism to motivate staff and increase revenue. Whether the goal is to reinforce the behaviours that drive business or recognize specific achievements, games and game playing can make a big difference.



## Engage your sales team

### The problem:

Consider these scenarios:

Your top sales performers are doing well, but you're having trouble "moving the middle."

Your brand new product just launched, but you haven't had the fast start you were hoping for sales-wise.

Your sales professionals turn up to work every day, but they just don't seem motivated or fully engaged.

If any of these reflect your current situation, gaming can provide a major win.

### The solution:

Consider BIW's Game Arcade for an engaging and effective gaming strategy that won't get in the way of your people doing their jobs.

## How it works

Game Arcade features ten different game options, each with its own vivid and lasting game-play experience.

Games can be offered individually as “instant plays” or include the entire arcade to let players select the game of their choice.

Whichever approach you choose, Game Arcade offers a non-skill based method to reward the outstanding performance of your sales team.

The variable-ratio award issuance within Game Arcade offers creative flexibility and allows you to maintain complete budget control.

1

Participants can earn plays for performing or completing any type of activity

2

Plays are loaded into the program website through a file load

3

Participants are notified of available plays through a Game Play email and a banner posted on their program website

4

Participants simply click on the Play Game link from their program website or mobile device to begin. Each play has a winner and awards earned are based on a pre-defined game payout matrix (so there are no budget surprises!)

5

Participants will earn Points that can be redeemed for awards through the Experiences and Merchandise Marketplaces



# EXPERIENCES

marketplace

Our new **Experiences Marketplace** offers more than 20 different categories and 140,000 experiences, so every participant can find an inspiring and motivating reward that resonates with them. **Rewards include:**

## Experiences

- Food, wine and nightlife
- Sporting events
- Concert tickets
- Classes and workshops
- Tours and sightseeing
- Biking and walking tours
- Theatres and museums
- Theme parks
- Sailing and water tours
- Outdoor activities

## Travel

- Hotels
- Vacation rentals
- Resort stays
- Flights
- Car rentals
- Cruises

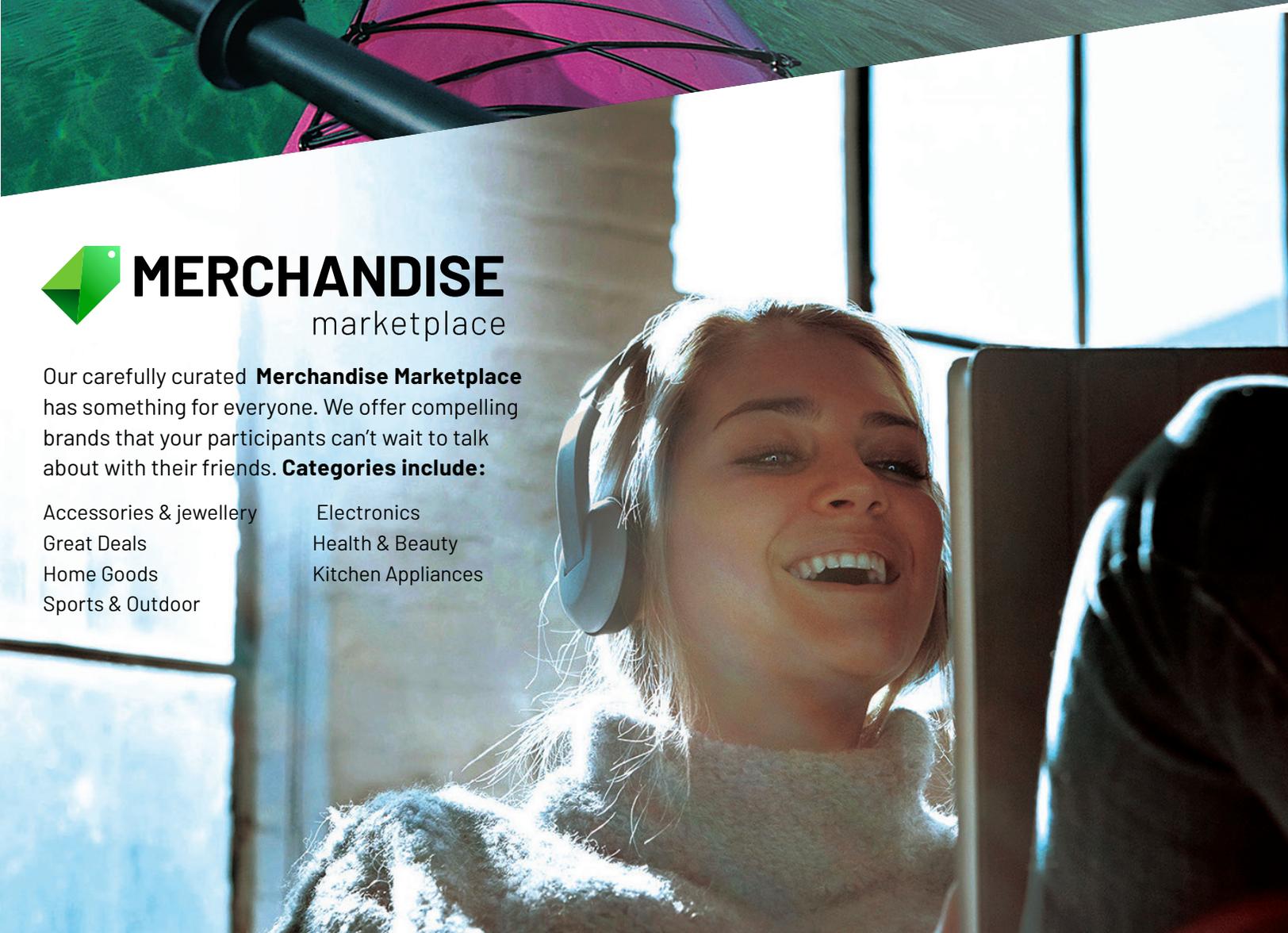


# MERCHANDISE

marketplace

Our carefully curated **Merchandise Marketplace** has something for everyone. We offer compelling brands that your participants can't wait to talk about with their friends. **Categories include:**

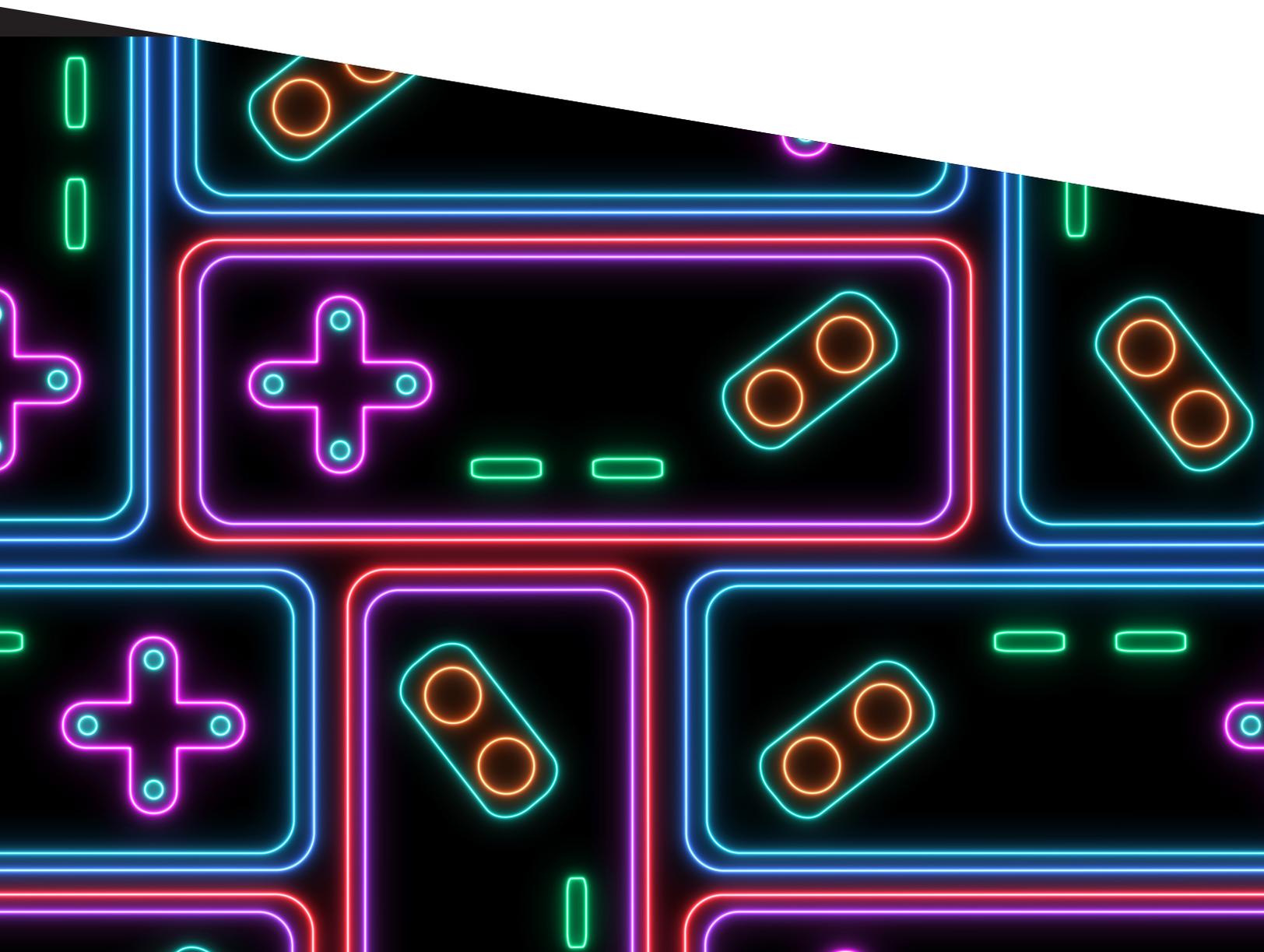
- Accessories & jewellery
- Great Deals
- Home Goods
- Sports & Outdoor
- Electronics
- Health & Beauty
- Kitchen Appliances



# Everyone's a winner

Game Arcade has the potential to deliver myriad “wins” (pun intended), including:

- Increased sales
- Reversing lagging profits
- Selling more service plans/contract services
- Increasing qualified referral acquisitions
- Maximizing new product introductions/sales
- Reducing abandon rates, cycle times or incidents
- Driving (behaviour-based) activity
- Increasing CRM adoption rates



— GAME —

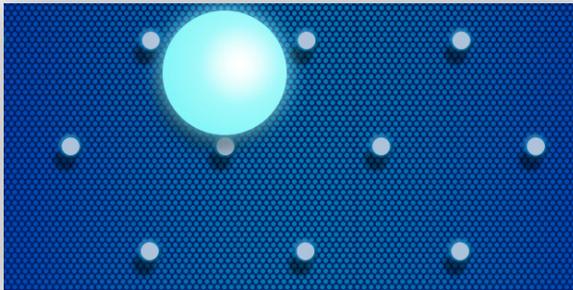
# ARCADE





## Fortune Wheel

Round and round and round it goes. Where it stops, nobody knows! Just spin the wheel and there's a big win in your future.



## PLINQO

Prepare to enter the Drop Zone! Pick a letter, any letter. Well, as long as it's P L I N Q or O!



## Mini Golf

Drive for show. Putt for points! See the ball. Be the ball. Putt the ball. It's in the hole!



## Try Your Luck

Luck is just a click away. Click START when you feel ready. Click STOP when you feel lucky!



## Spin & Win

Put a positive spin on things. Spin the same three symbols and you win, win, win!



## Martian Match

The Match Game that's out of this world! Move your Martians to match at least three in a row or column.



## Batter Up

Heyyyyy batter, batter! Swing batter, batter! Swing for the fences. Knock it out of the park and win big!



## Escape Room

Three doors. Three choices. Click BEGIN, move the key to one of the three doors. Your prize will appear when the door opens!



## Jump Ninja

Keep your head above water! Stay high and dry as you jump from ledge to ledge to claim your reward at the top.



## Lucky Catch

What a catch! Don't let this be the one that got away. Hook the big one and reel in your reward.

Let's use the power of gaming to drive home a win at your company.

Email [canada@biworldwide.com](mailto:canada@biworldwide.com) or reach out through our website at [biworldwide.ca](http://biworldwide.ca).

