Use and Implementation of Gamification in Enterprise Systems

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Abstract – *Enterprise gamification systems have important advantages for employees such as increasing motivation, loyalty, user experience, job performance, and efficient collaboration as well as improving customer engagement and customer satisfaction. The implementation of game concepts in businesses motivates employees to perform tasks in fun and enjoyable ways. This paper focuses on how enterprises benefit from gamification and entails the strategies to implement game dynamics and mechanics in varied enterprises. The application of gamification in various domains helps to understand the range, depth, and scope of this technology. Case studies provided of real-life enterprise gamification solutions explain the diverse approaches to gamification that corporations have implemented for a range of personalized requirements. These findings reveal information about the various business reasons why enterprises should invest in implementing gamification. Understanding the full range of gamification in enterprises enables the use of this knowledge to solve problems of the future in workplaces that are continuing to be more and more advanced, complex, and digital.*

Key Words: **Gamification, enterprises, business, employees, motivation, engagement**

1. INTRODUCTION

Gamification is defined as "the use of game design elements in non-game contexts". Various game mechanics and design elements such as points, badges, levels, leaderboards, progress bars, performance graphs, rewards, bonuses, teams, rules, social engagement, avatars, the marketplace, and use of stores can be implemented in various domains such as enterprise gamification in specific.[1] Enterprise system implementation is riddled with challenges, such as working in cross-functional teams and also having top-level executives backing up the project. Enterprise systems are incredibly versatile in terms of helping automate and streamline business processes, and also provide visibility and transparency to support day-to-day strategic and organizational decision making as well. Despite these benefits of enterprise systems, organizations find it quite challenging to implement, upgrade and figure out user adaptation, adoption strategies for maximum system utilization. Challenges such as user resistance to using gamified platforms cause problems such as failure to

meet deadlines and completion of implementation, underutilization of resources, and cost overages create the inability to fully recognize, realize and use all the benefits of the enterprise systems.[1]

Gamification elements can be used to implement enterprise systems to enhance employee training and user experience within the enterprise systems.[1] An excellent way to elevate the value of enterprise systems is to apply gamification principles to them. Hence, employee motivation can be increased and challenging tasks can be redefined and transformed by orienting them in a fun way. Another advantage of gamification is heightening user attitudes and satisfaction concerning the enterprise systems in order to increase user acceptance and engagement. An important goal of enterprise gamification systems is to motivate employees to complete tedious everyday tasks like data entry and bug fixing in a fun way. For example, collaborative events and games in order to break down complex tasks into easily achievable chunks can provide badges, points, and rewards to the users as well. Gamification facilitates teamwork, project management, software development and testing processes, performance evaluations, monitoring of progress, and communal implementation of various processes to successfully implement enterprise systems.[1]

The following sections explain the advantages of gamification, usage of gamification in enterprises, various implementation aspects, application of gamification in various domains such as education, healthcare, finance, marketing and advertising, recruitment, sales, entertainment, and hospitality. Also, some case studies of organizations successfully implementing gamification for enterprise-level solutions are discussed.

2. BENEFITS OF IMPLEMENTING GAMIFICATION IN ENTERPRISE SYSTEMS

There are several reasons why gamification is useful in the enterprise context. The top reason is the relationship between games and intrinsic aspects of motivation, which can be explored using gamification. In businesses and enterprises, a lack of well-defined goal prioritization can make employees overburdened with both present-day activities and future development commitments hence causing a loss of interest in taking intentional actions which

are not required at the moment but are vital in the future. An enterprise gamified system can provide a solution to this predicament by doing two things: ranking the actions to be taken by employees according to their relative value to the enterprise, and facilitate a blueprint of development to follow for various processes. Based on research about 39% of US employees are found to be unhappy due to work reasons. Why this matters is because Gallop discovered that the annual overall cost of disengaged and unmotivated employees comes to 300 billion dollars in the US. Furthermore, the Corporate Leadership Council has discovered that staff turnover can be reduced by up to 87% due to efficient employee engagement and employee performance was found to have been boosted up to 44% in various enterprises. [6] Another vital reason is that by 2025, 75% of the workforce is estimated to comprise millennials who are experts in using game-like interfaces due to their high engagement with gaming. Also, the influx of new employees belonging to Generation Z, lucid in tech have varied work and communication habits compared to their previous generation. Hence, to motivate this workforce, employers must actively implement gamification solutions in their enterprises to encourage innovation and boost internal working and processes. [2] Customer engagement, customer loyalty, and retention are some vital factors that gamification contributes to in enterprises. Fig 1 shows the various benefits of gamification technology in enterprises.
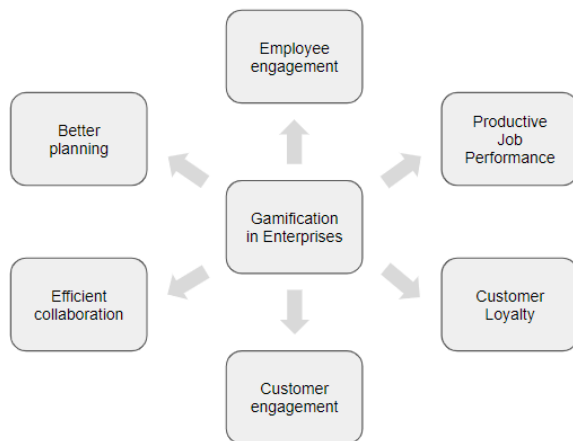

Fig -1: Gamification in Enterprises

In business-to-consumer (B2C) enterprises, for example, businesses intend to increase customer engagement to create loyalty and higher levels of association with the company. Recently, this approach has sparked interest in the enterprise domain in order to introduce gamification principles of game dynamics and game mechanics for the employees on the job, for increased levels of employee engagement to create positive desirable organizational outcomes such as increased involvement, commitment towards the organization and heightened, more productive job performance.[3] Gamification's positive influence in the context of enterprises by increasing customer and employee engagement and motivation makes this concept highly useful

and relevant.[4] Regarding the adaptation of gamification in an enterprise, enterprises can be benefited from the utilitarian, hedonic and social aspects of gamification. The utilitarian technique is applied which focuses on designing the gamification platform to be useful rather than decorative which makes the platform valuable as an enterprise platform. The hedonic technique in the context of gamification is used for entertainment purposes, playfulness, and creative behavior in the workplace. And the social aspects entail factors such as increasing social collaboration, teamwork, and cross connectivity of employees across the world.

To sum it all up, gamification helps enterprises achieve business needs such as motivation and retention of employees, increasing innovation, managing customer expectations, increasing engagement, learning, loyalty and adoption, engagement and communication of internal and external communities, increasing efficiency of operations, providing a competitive advantage in the industry, time and cost reduction, increased return on investment (ROI) and driving overall profits.[5]

3. IMPLEMENTATION STRATEGIES FOR GAMIFICATION IN ENTERPRISE SYSTEMS

Gamification principles and design elements can be successfully implemented in enterprises to increase motivation, performance, and engagement. The eight core principles of gamification can be defined by the term CIG-SCARF: Challenge, Interactivity, Goal Orientation, Social Connectivity, Competition, Achievement, Reinforcement, and Fun Orientation.[1] The correct and successful implementation of gamification in enterprises is of primary importance, because a failed attempt may cost employee morale and productivity, as well as the cost of implementation as well. Gamification is built on the concept of how only through value creation for the players i.e. employees should the value for the organization be created.[2] Yu-kai Chou has created the gamification framework called octalysis consisting of 8 core drivers to successfully implement gamification.[8]

The following eleven design principles can be followed for building gamification platforms for enterprises: (1) define personal goals, (2) define meaningful community interest, (3) define a meaningful story, (4) be aware of social context meanings, (5) introduce interesting challenges, (6) include distinct, clear and well-structured goals, (7) facilitate feedback, (8) avoid unintentional behaviors, (9) playing should be voluntary, (10) avoid loss of autonomy, and (11) devaluating activities should be avoided. The role of consent and the importance of the indicators of consent such as understanding the rules of the game, a sense of fair play and justice, and regular active engagement are important to inculcate in gamification enterprises. The technology used for the implementation of these enterprise gamification systems is important to be paid attention to. There are

various strategies for this as follows: the gamification subsystem can be developed as simply a module or subcomponent of a preexisting enterprise system, or an entirely separate gamification platform/software can be integrated with the main enterprise system. Also, generic platforms for enterprise gamification, based on service-oriented and event-driven principles, are observed to work excellently. [2]

There are two ways in which an enterprise can implement gamification. The first way is to simply use readily available paid gamification solutions and platforms in the market such as Microsoft Dynamics 365, Bunchball, and Badgeville for example. These platforms provided customized gamification features for companies to use. This saves time and effort and is a ready-to-use solution. The other option is for companies to create their own personalized gamification platforms for their specific purposes such as companies like IBM, Salesforce, etc. In such a case, the entire software development of such a gamification platform has to be implemented by the company. Mostly, large companies with readily available revenue and manpower for such a project implement this solution. Hence the complete front-end, back-end, and database aspect of this web-based platform would have to be implemented by a team of software developers in order to incorporate all the gamification components in the platform. In the later part of this paper, we shall delve into how the leading enterprise companies of the world implement gamification solutions in all these various ways. The next section explains the application of gamification concepts in all the various domains of enterprise systems.

4. APPLICATION OF GAMIFICATION CONCEPTS IN VARIOUS ENTERPRISE DOMAINS

This section explains how various core gamification concepts can be applied to enterprises belonging to the education, healthcare, finance, marketing, sales, and entertainment domain in specific. People have recently started waking up to the ways in which gamification can be used to enhance their businesses and in the future, gamification is forecast to be dominating all the sectors of industries. In very simplistic and easy-to-implement ways, gamification challenges how we do business, cultivate customer engagement, and make transactions easier for all parties involved. As can be seen in the subsequent sections, it appears that industries have no choice but to apply gamification strategies to their enterprises if they wish to stay relevant and gain a competitive advantage in highly evolving marketplaces in the world.

4.1 Education

Gamification in the education industry is an entertaining and engaging way of teaching the students and the reality that they inculcate not only knowledge but also essential skills such as problem-solving, teamwork, and collaboration

is a promising approach. In addition, the way of learning changes from theory to practice which is proven to be more effective. Game concepts are used by online education platforms such as khanacademy.org, codeacademy.com, and many more to motivate its users (students) to keep going farther in the course and gain knowledge. The more tutorials and lectures they complete, the more badges they earn. [7] For motivating the students, the reward system of the educational gamification platform needs to be planned properly beforehand. Rewarding every small knowledge achievement of the students at all stages builds the urge to keep going and reach the ultimate efforts a student can put forth. This also gives the students a sense of accomplishment. The presence of a leaderboard plays a crucial role in building healthy competition among the students. Tinycards adds a gamified layer on top of boring old flashcards to make them more interesting. The progress bar of the user builds up as they progress through a deck of cards, and eventually win achievements. Duolingo is a language learning software that is available for free. Progress measures such as regular goals and streaks are used by Duolingo to make users feel accomplished and encourage them to return for daily use.

4.2 Healthcare

In the context of healthcare, gamification is typically employed in health and wellness apps that are related to self-management and help in medication prescription, disease prevention, simulations for medical education, and some telehealth services.[9] Gamification is used in many services such as fitness apps, weight loss services, medical education programs, diabetes control apps, etc. The various gamification concepts are used as follows: Progress bars can be used to increase the perceived value of the service by invoking and promoting psychological progress-related biases. Users of the fitness services are encouraged to share their results and progress with friends, family, and other users of the service to create a motivating, competitive environment to promote better use of the service. Inculcating a sense of accomplishment of goals through the use of points, badges, and other virtual gifts for various stages of the progress creates a sense of achievement and boosts motivation.[9] The app called Pact tracks fitness progress on mobile devices, and those members who do not meet their fitness standards have to contribute money to a fund. By this, we will think twice before growing lazy. Mango Health is a smartphone app that is designed to motivate patients to take their medications on time. Users have to set a time when medications should be taken, the timer is set and the app reminds them. It also provides information about medications and warns about their side effects. By following the instructions and taking the medication properly, users gain points and gift cards or charitable donations in raffles which are held weekly.[10]

4.3 Finance

The Banking Sector and financial services benefit greatly from gamification in the following ways. It creates digital engagement and loyalty with the final consumer, leads employee behaviors by aligning them with business objectives, increases users' engagement, rate of participation, employee performance, and raises citizen awareness towards a financial lifestyle by managing their assets, investments, and mortgages.[11] Barclaycard launched the Barclays Ring which is a social card to create a community of those particular cardholders. It praises the user to share their suggestions and feedback on the credit card features for example. Using this strategy, Barclays succeeded in promoting the product as easy to use and user-friendly.[12] Emirates NMD created a gamified application to increase customer engagement and deposits. This promoted financial wellness, customer fitness, and health. A special fitness account is synced with a fitness tracker using which customers can accomplish daily fitness goals such as 12000 steps/day and in return, the bank rewards a guaranteed 2% interest rate on the user's account.[12]

4.4 Marketing and Advertising

Businesses need creative marketing strategies to promote their brand and business. Gamification involves competition, ranking lists, scoring systems, and incentives that attract customers and gives them reasons to keep coming back to the brand company for more, and purchasing more services and products. The central objective of gamification in marketing is to boost sales and increase profits. The loyalty program called My Starbucks Rewards helps increase customer engagement through which the members that are a part of this program receive offers such as free food and drinks. Also, the customer receives stars with each purchase that can be redeemed for various items and prizes. Customers can view these details on the Starbucks application.[13] The NikeFuel application provides personalized fitness tracking Nike+ and Fuelband accessories which allows the brand to connect to their customers while gathering valuable information about them. It provides the user incentives for using athlete tracking devices so that they can compete against others while running and working out. With this users can share and compare their accomplishments with other users of the service. Badges and trophies are awarded to those who reach certain milestones and accomplishments in various progress stages. This further encourages the customers to use their products and seek rewards.[14]

4.5 Recruitment

The concept of gamification can be seamlessly integrated with the hiring and recruitment process in various enterprises. Through intelligent screening by introducing quizzes, company-specific tasks, and targeted behavioral tests, the screening process can be made much more holistic and thorough. The on-the-job performance of a prospective employee can be assessed through various scenarios and simulation-based gamified tasks. This helps the candidate acclimatize themselves to the work environment and helps the recruiter analyze the applicant's aptitude, problem-solving skills, and capacity to innovate. Such personalized gamified assessments should be relevant to the specific job roles and hence reduce the time to hire the right, qualified candidates. Various gamification elements can be applied to the recruitment process as follows. Leaderboards and dashboards can be incorporated with predefined targets and goals, thus making the identification of top candidates quick and easy. Tracking the recruitment progress, introducing healthy competition, and recognizing the best performers help in the hiring process. Gamification can be used for the purpose of employee referrals to increase the sharing of available vacancies among present employees over social media as well. Reward points and badges can also be awarded to candidates who apply for the tests, share comments, or provide feedback. This helps in future employee engagement with the company. An important application of gamification is the usage of real-time progress charts where the candidate can stay updated about where they stand in the recruitment pipeline. This also helps candidates stay informed and feel encouraged to reach the final stage of recruitment. Gamification is already being implemented in several hiring programs in enterprises. The French Postal Service reduced recruit dropouts from 29% to 8% by using a gamified recruitment approach. [15] Siemens introduced Plantsville where the company shows future employees the responsibilities of a plant manager and in a way prepares them to do the job in a physical capacity. At Unilever, prospective candidates play a collection of games that evaluated them on metrics such as aptitude, reasoning, and logic, and then machine learning algorithms are used to assess their suitability for various job roles. The tech giant Google organizes a gamified code-writing competition called Google Code Jam as a way to discover new talent for the company. Participants also have the opportunity to win monetary prizes of up to $50,000 in these games. Deloitte, the multinational professional services network uses a gamified recruiting video 'Will you fit into Deloitte?' to educate potential employees of the fundamental values and company culture at Deloitte and encourage users to evaluate how suited they are to the workplace. Marriott incorporated a hotel-themed gamification recruitment process where the candidates handle all of the responsibilities as a hotel kitchen manager. This helps applicants get acclimatized to the place of work through virtual rewards and other gamification concepts. Marriott hence succeeded in assessing beforehand the suitability of prospective candidates for various hospitality roles.[16]

4.6 Sales

Sales Gamification enhances the sales process by adding competition and recognition, this motivates sales and their representatives. It creates a matrix by which their team will

be judged, total ranks can be calculated which will be based on their success against those matrices. Gamification for sales provides a goal structure, a way to measure accomplishments or scores, and a way to recognize achievements/badges that propel participation and results. Hoopla software is a leading performance and motivation management platform for driving performance in sales. Managers can create contests, competitions, and leaderboards around any CRM metric. This culture delivers measurable gains in team productivity and performance.[17] Salesforce is a performance platform that uses gamification and visualization to empower sales teams. It is desired to meet the challenges of the modern world of sales. The Salesforce dashboard displays all the analytics. The leaderboard and scorecards offer key data and KPIs. The head-to-head competitions boost sales performance. Coaching makes scheduling, execution, and data visibility more intuitive for sales managers, which helps to accelerate individual seller performance and overall team-wide success. SmartWinnr is a comprehensive platform that keeps your sales teams up-to-date with product knowledge, guarantees uniform messaging during customer interactions, and increases sales at the same time.[17]

4.7 Entertainment

The entertainment industry has been growing and thus some new sectors are being added to it to increase the consumer base, one of them is the gamification sector. Gamification not just helps the industry by retaining its current consumer base but also expands it. Gamification can be done by putting up quizzes based on the show or movie, with exciting and appealing rewards, so that the audience is attracted to watch them. For example, Pottermore contained a variety of games with great prizes, which required knowledge of the Harry Potter franchise. Comcast, a huge broadcasting and cable television company, used a three-level HTML5 solution to gamify their frequent updation process of information PDFs. Level one was about matching the messages with their products. The second was about the app and its features and finally, the third level was about its competitive advantages. [18] Netflix recently found a way to gamify the entertainment industry in a new direction by introducing CYA (Choose-Your-Own-Adventure) or gamification in movies. Here the audience is given choices in which they want the movie to proceed and thus, can produce different conclusions for different scenarios. [19]

4.8 Hospitality

The most important benefit for Hospitality Enterprises is that they build and maintain customer loyalty, and gamification can incentivize them to stick to the company in order to possibly win a game. Many companies offer loyalty programs and rewards, like hotels, restaurants, cinemas, and others. Oyo Rooms conducted quizzes which rewarded in terms of Oyo Money, which later could be used while booking a room. BookMyShow provides rewards on booking

tickets in form of gift vouchers or discounts, PVR offers a free ticket on booking a certain number of tickets. Barbecue Nation gives "smiles" on booking a table there, which can later be used for payment for the next visit. Other restaurant franchises like Domino's, McDonald's, KFC also give rewards in terms of a free dish on ordering up to a certain amount.

5. CASE STUDIES OF ENTERPRISE GAMIFICATION SYSTEMS

Several enterprise gamification products are created by core gamification-based companies such as Bunchball and Badgeville. Various small, medium and large-scale enterprises hence use the services provided by such gamification platforms. What is also prominently observed is that major international organizations such as Walmart, Microsoft, Salesforce, Mozilla, and IBM have come up with their own personalized gamification solution to satisfy their varied needs, as generic enterprise gamification solutions fall short in satisfying all the requirements. These companies are using customized gamification solutions for the enhancement of various enterprise functionalities. Also due to the reputation and credibility that these companies have, customers choose to opt for their gamification business solutions. It is important to understand, analyze, and gain a holistic view of how these companies are implementing gamification in interesting ways. Enterprises are turning to the option of gamification to provide solutions to any and all problems that they face. Not just short-term, but the long-term approach is a priority for these gamification solutions as well. This is further explained in the subsequent sections.

5.1 Bunchball and Badgeville

Commercial platforms like Bunchball and Badgeville provide software-as-a-service gamification products which intend to help their customer companies enhance employee engagement, collaboration, and guide user behavior with game mechanics and tactics. There are some open-source platforms available in the market as well but none of them stand out in particular since they lack solution requirements for enterprises to some degree. The architecture design of these companies needs to be designed with respect to constant changes in business demands and IT integration. This requires the decoupling of functionalities, usability, simplicity, etc., which open-source platforms such as Mozilla OpenBadges and others fail to deliver.[3]

Bunchball Nitro analyzes the everyday performance of employees. It integrates with everyday systems on employees' devices like - CRMs (Customer Relationship Management Systems), collaboration, and content portals. Data is sent to Bunchball and it provides data-driven achievement feedback in return. Badgeville allocates badges concerning regular ongoing employee goals. Badges are allocated after completing each goal. These can be shared on social media. [3]

5.2 Walmart

Walmart has customized gamification in order to serve a specific function as follows. Years ago, Walmart felt the need to spread awareness about safety practices in a better way than how they were already doing. This involved decreasing risks and reducing the number of accidents and injuries. For better reach and understanding of safety policies and procedures to be followed, Walmart has designed a microlearning platform based on gamification. Employees play a 3-5 minutes online game while answering safety questions. The platform gives instant feedback to the employee after completing the game that shows which questions were answered correctly and the correct answers to the ones the employee got wrong. This technique of spreading safety awareness via games rather than tedious and time-consuming trainings/seminars not only helped the employees learn correct information but also retain and apply it. [20]

5.3 SAP Roadwarrior

The work of sales representatives in SAP is quite tiresome, keeping up-to-date with constant stream and dynamic changes, and the flood of inquiries and queries from the customers. There are documents and online videos available for learning, but they are time-consuming. SAP Roadwarrior is a gamification platform that simulates customer meetings in which the sales rep needs to respond to customer questions for rewards. First, the sales rep is required to do pre-call planning from the company information provided, then the sales reps are presented with a series of customer questions. They can earn points and badges and unlock levels for answering correctly and for their meeting preparation. The system creates a cheat sheet in the background, which the sales rep can refer to in real customer meetings. Roadwarrior also has features like a lifeline, to allow the sales rep to keep learning while playing. It also provides immediate feedback through a conversation meter, to show how well the meeting is going. [3]

5.4 IBM Bluemix

IBM Case Manager is mainly about completing tasks, the managers there want caseworkers to be effective and efficient, hence a gamification platform was designed to reward workers in proportion to the total effort they put in. IBM Bluemix does not need any backend development and a complete game can be created by point-and-click. Communicating with Bluemix is also easy from the Navigator plugin. It concentrates on three widgets – points awarder, mission list, leader-board. Since gaming is a social activity, it motivates the workers to show off their skills, and the leaderboard feature helps them. For points, everyone is given some base rewards which are then multiplied based on the complexity of the task performed by the worker, hence awarding points accordingly. [21]

5.5 Mozilla Open Badges

Open Badges 101 is a joint venture of Mozilla Drumbeat and MacArthur Foundation, which helps learners of all ages to gain and display 21st-century skills by earning badges through accredited educational facilities. This opens new career and educational opportunities for people. Employers may request prospective employees to show the badges they have received as an added criteria for selection, also, the job seekers can demonstrate their skills to employers. All the badges have meta-data that binds them to the associated users. This prevents someone from stealing someone else's badge and presenting it as their own, hence it is called a "secure certificate of competency." Badge-holders called digital backpacks are like vaults for the user's badges. These badge-holders sort the badges by subject matter, competencies, etc. [22] To make the process of badging easy, Mozilla BadgeKit has been created as a set of foundational tools. BadgeKit included steps in the badging experience such as creating and designing the badge, as well as assessing and issuing them. In order to make customization easy and have an open modular standard for the community of badge makers, it also included modifiable templates and ready-to-use milestone badges.[22][23]

5.6 Salesforce

Salesforce has launched four gamification apps that attach the motivational effects of gamification to CRM applications.[24] To provide a range of sales-based solutions that customers can choose from Salesforce has introduced varied types of gamification solutions. A brief description of each of them is given as follows:

1) LevelEleven: LevelEleven is a cloud-based gamification app used exclusively for Salesforce. It emphasizes competition and recognition. Representatives are motivated using a public leaderboard that updates itself in real-time, displaying ranks, points, and achievements of fellow employees. The app is user-friendly and sends out notifications through mail and Chatter (a Salesforce real-time collaboration application). Profiles on Chatter can be customized to show how well users are doing.

2) Hoopla: Hoopla uses the same tools as LevelEleven to enhance engagement and sales. However, in-game displays, Hoopla is much more powerful as it allows uploading of your own image, video, music into the televised leaderboard, where you also define the events that will trigger it. It allows managers to host competitions and choose custom metrics for their leaderboards. Hoopla is less expensive than LevelEleven, which is affordable for small-medium-sized teams.

3) Fantasy Sales Team (FST): FST is inspired by fantasy league competitions which are quite popular. Administrators assign employees to "positions" based on the level of experience and skill which is followed by the users then drafting their own fantasy teams to win points. Managers decide the rewards be given to successful players. Other than

Salesforce, this sales motivation platform also integrates with CRMs of - Oracle, Zoho, SAP, Dynamics, and Microsoft. 4) Ambition: Ambition is Salesforce's innovative gamification add-on that maintains a value called "Ambition Score". This is a value that represents overall effectiveness and is assigned according to job titles and personalized goals. It is a public and transparent measure to all employees. They know where they stand, and it helps managers to guide or reward them.[24]

5.7 Microsoft Dynamics 365

Microsoft has come up with gamification solutions that customers can benefit from. Microsoft has a trusting and loyal customer base and hence their products are perceived with credibility in the market. Enterprises have an option to avail of the gamification services by Microsoft Dynamics 365, where pricing is based on a subscription basis. Employees can participate in either team-based or individual competitions, motivating them to fulfill certain KPI's (Key Performance Indicators) that are predefined. This is achieved by offering prizes, recognitions, awards, and privileges. Data is tracked by Dynamics 365 based on leads created, deals closed, etc., using the connected apps for sales, product service automation, customer service, etc.[25] Companies like Delta Airlines, General Motors, Dell Inc. use these Dynamics 365 services.

6. CONCLUSIONS

Gamification has the potential to make the user's experience of performing repetitive, tedious, and mundane tasks more enjoyable, increase their engagement, improve their attitude and hence increase productivity. Enterprise systems have great prevalence in today's organizations and hence the implementation of gamification ranging over varied business processes and tackling different types of employees' activities is crucial to practice.[2]

This paper provides information about the various business reasons for why enterprises should invest in implementing gamification, and how gamification can be specifically applied in the context of various domains such as education, healthcare, finance, marketing and advertising, recruitment, sales, entertainment, and hospitality in particular, and some case studies of real-life enterprise gamification solutions. Understanding the full range of implementation of gamification in enterprises helps us use this knowledge to solve problems of the future in workplaces that are continuing to be more and more advanced, complex, and digital. In general, it is observed that organizations are reluctant to explore the possibilities of gamification because they are either not aware of the complete range of its possibilities or they do not weigh the importance of gamification solutions over the solutions they already have in mind. As discussed above, we've seen how gamified solutions and gamified softwares are rather long term answers, where employees are motivated for the long run,

where employees retain and apply their understanding in the long run, rather than to just know the correct information at an instant in time and then forget it after one go.

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