

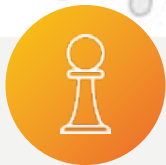
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A Stream Loyalty Guide to Gamification

# Tips to supercharge loyalty with Gamification

If you already have a loyalty programme in place, then there is every chance that it may need a boost to re-engage customers. And if you have no loyalty proposition then this is probably the moment to consider the benefits and re-evaluate.

Either way, the objective is to inspire and motivate action and gamification can be a simple way to do that quickly.



## What does gamification mean?

It is now a term used quite widely to mean (according to Gartner): “the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals”. Put simply, it is a way to appeal to the human competitive nature and to motivate action – or interaction.

## 6 Ways to Gamify Your Loyalty Proposition



### Scratchcard

Our Digital Scratchcard works in the same way as the traditional physical scratchcard and is an engaging way of rewarding customers as part of a campaign.



### Digital Stamp

Our Digital Loyalty Stamp Card is an alternative reward mechanic where customers earn virtual ‘stamps’; every time they complete an action (e.g. visiting your store or buying a product).



### Points Tracker

You can customise the Points Tracker for your programme by using one of our templates or by uploading your own imagery to suit your brand.



### Prize Draw

You can utilise the Prize Draw module in one of two ways: either as an alternative reward mechanic, or as a surprise and delight overlay.



### Spin To Win

The Spin To Win module adds a level of gamification for the recipient and can be used as part of an ongoing campaign or as a stand alone surprise and delight.



### Sales Leaderboard

The Sales incentive feature promotes a winning mindset. Providing the ability for audiences to compete against each other to obtain a place on the leaderboard.

Brands that incorporate gamification into their customer engagement strategies can see the following results:



**47% rise in engagement**



**22% rise in brand loyalty**



**15% rise in brand awareness**



## TOP TIPS

# Using Gamification in Loyalty

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### 2. Keep It Fun

You want people to find it enjoyable. If you have created a game, then keep it short but fun with great graphics and imagery. If it is a competition, keep motivating players to try again.

### 3. Make It Shareable

Making it an experience that customers want to share and shout about and this will encourage engagement from new and existing customers.

### 4. Keep an Element of Luck

Although skill-based games are likely to keep customers trying again, the number of customers who participate will be limited. If you keep an element of chance or luck, where anyone can win, then you can still appeal to everyone.

### 5. Communicate, Communicate, Communicate

Share how people are doing amongst your audience, highlight wins and encourage others to try and topple the leaders. Keep communicating the rewards.

# Who is Using Gamification Well?



## Dominos Pizza

Domino's Pizza, created the game Pizza Hero. Customers could completely customise their pizza and play a fun game whilst doing so, resulting in increased sales revenue by 30%.



## Moosejaw

Moosejaw (the clothing company) utilised an innovative gamified system that saw 76% of sales revenue come from gamified activities including 240k social media impressions, resulting in a 560% ROI from initial marketing expenditures.



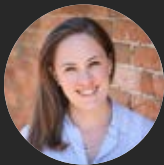
## Teleflora

Teleflora gamified its online store with a social engagement scheme offering points for actions, increasing traffic from Facebook by 105% and conversion rates by 92%.



## McDonalds

When switching to a new till system McDonalds, the masters of gamification, decided to introduce a game to train staff. This included bonuses, lifelines and actively encouraged knowledge retention. Results saw a reduction of 7.9 seconds per order and an increase of 15p per sale which equates to £23.7 million in the UK alone.



## Laura Lloyd

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Laura's goal is to develop partnerships with clients, seeking to understand their challenges in order to provide creative, value add solutions. Laura always seeks to provide a 'no challenge is too big, no problem is too small' attitude and aims to always exceed expectations.

**We love talking about all things loyalty – if you fancy a loyalty chat, we'd love to hear from you!**

# About Stream

Stream are passionate about loyalty – we are the experts after all!

As a tech-enabled consultancy, we seek to understand your business challenges and your audience and work with you to craft a loyalty solution that delivers value. We are both consultants and implementers and use our extensive expertise and software capability to deliver proven, lasting results.

Loyalty is not 'one size fits all' and our team of commercial experts work to ensure that your loyalty strategy is right for you.

Whether you need to increase revenue, grow breadth of spend, or create a referrer programme, we have the experience to help sculpt and implement the right solution. Our proprietary loyalty software LoyaltyStream® helps to: retain customers, change buying behaviours, build brand loyalty and drive referrals.

Our LoyaltyStream® software is deployed globally, helping our clients to build trust that delivers brand loyalty and commercial rewards.

We guarantee to be able to help you Keep, Grow and Win customers for life.



## Contact Us

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