

EXPERT CHAT:

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AS CEO OF THE SOCIAL GAMING BUSINESS EMEE, SIDDHESH HELPS ENTERPRISES AND ECOMMERCE COMPANIES DEVISE AND IMPLEMENT SOCIAL MEDIA STRATEGIES FOR REACHING OUT TO CUSTOMERS AND EMPLOYEES, INCREASING STICKINESS, LOYALTY AND PRODUCTIVITY. HIS EXPERTISE ON GAMIFICATION HAS LED TO AN INTERNATIONAL CLIENT BASE WITH EUROPEAN, NORTH AMERICAN AND SOUTHEAST ASIAN COMPANIES SEEKING HIS ADVICE.



When done in bits and pieces, gamified applications can have a very limited impact, because the SAPS-based rewards program cannot get the level of attention and respect needed. Unless an organization has clear high-level business goals and stakeholders committed to the gamified approach to improving productivity and motivation, the overall success from any piecemeal approach is likely to be very localized and limited.



Enterprise Gamification is becoming a trend. Why should a company develop a unified gamification strategy?



What areas of HR do you see benefiting the most from gamification?



- Employee on-boarding process and induction
- Rewards and recognition, and tracking day to day performance, dove-tailing into the formal appraisal process
- Formal and informal learning, and knowledge management, idea/innovation portals



- Typical on-boarding processes include a variety of processes and steps that encompass different functions and stake-holders. Being able to account for both online and offline processes in a seamless manner is the main challenge for any gamification platform.
- At that stage of an employee's career, when he or she has just joined an organization, points, badges and leaderboards have limited impact. It is essential to have a clear SAPS-based rewards strategy to motivate employees.



What are the main challenges in gamifying onboarding?





What trends in the area of enterprise gamification can you identify?

- More and more enterprises looking at training and on-boarding process improvement through gamification
- But the focus is sadly on just points and leaderboards, not on actually improving the process itself fundamentally
- Still a lot of fence sitting; people going for tiny pilots which do not have the required impact



- Not linking points to concrete and real rewards & recognition
- Not making the gamified application or process relevant to your business
- Duplication of work for sake of the "game"
- Not having an internal champion
- Over-simplification
- Attempting a big-bang approach



What are some of the common mistakes companies make in their gamification strategies?



When do you think a company should go to a vendor to gamify its processes and when should it develop gamification in-house?

Gamification is not about just building a good looking application. Designing the right rewards strategy, the right kind of leaderboards, if at all, use of analytics for predictive analysis and feedback, and taking care of demographics and culture of the company, are all critical aspects best left to experts.



DO NOT MISS HIS PRESENTATION AT HR TECH EUROPE 2015, 24-25 MARCH, LONDON



Gamification is incorrectly perceived to be only about points, badges and leaderboards. In my opinion, gamification really is about enterprise digital transformation, and the vendor should be very strong in all technology aspects including analytics, social and mobile, and be able to seamlessly integrate with your existing IT systems and processes. Avoid platforms that work in silos.



What is your advice on vendor selection in gamification? Anything companies should look out for?



I am not sure I really have an answer to this - in some sense, I think smaller companies are braver and more innovative, whereas in larger companies, there is too much fence-sitting and decision making is much slower.



What are the main differences in gamification strategies of small vs. large companies?



We are at an interesting stage where more and more enterprise HR departments are looking at gamification, but at the same time are very immature and hence creating doubts about the effectiveness. Over the next 2-3 years, I think people will move out from points, badges and leaderboards, and focus more on gamification strategies that actually impact the workflows and processes more fundamentally.



Enterprise gamification is still in its nativity. How do you see it evolving over the next 5-10 years?