



CASE STUDY

WORKPLACE EVENT GAMIFICATION

OVERVIEW

An American cloud-based software company with over 70,000 employees wanted to create a fun and engaging online experience that the children of their employees could participate in to learn more about the company's culture and values.

CHALLENGES

The experience would need to:

- Communicate company values.
- Provide opportunities for children to learn about the company in a fun, safe and interactive environment.
- Guide players through steps in a fun, visual way.
- Reward participants for playing.
- Launch globally from a virtual event platform.
- Accept registrant data and report on activity.
- Set up and launch in less than 7 days.

THE SOLUTION

In cooperation with the company, Captello would provide themed activations to coincide with and communicate company values.

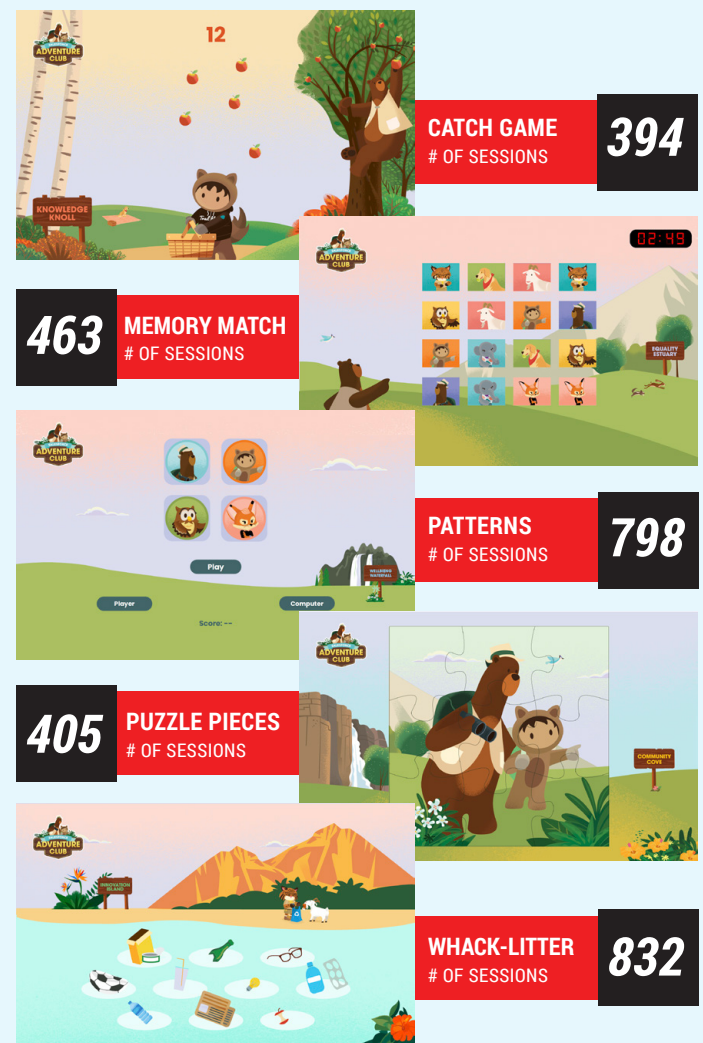
Captello worked with the company to select 5 game templates from a suite of over 55 user-customizable gamification options from Captello's growing library.



Captello's user-friendly Activation Builder made it possible to build all 5 activations in under 2 hours.

THEMED ACTIVATIONS

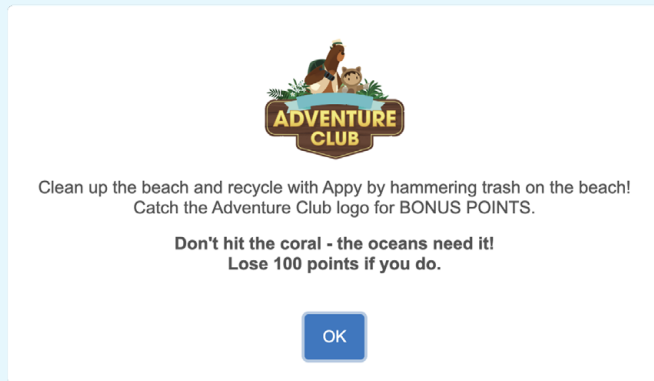
A total of 2,892 game sessions were played by 1,002 registrants across all 5 activations:



GAME CHANGING FLEXIBILITY

Using the Activation Builder, the company added **pre-game instructions** to make the experience simple to understand, and company messaging easy to convey.

Pre-game instructions are included with all of Captello's user-configurable activations.



During the design of the company's *Whack-a-Mole* activation, organizers requested the ability to customize the hammer image. Passionate about helping clients succeed and our motto, "Customers design our software," Captello delivered this new customizable hammer feature, available now for all clients to use.

Ultimately, the event organizers decided to reconfigure the game from a dolphin based theme to a *Whack-Out-Litter* theme so they could teach children respect for the environment. Using the Activation Builder, they were able to quickly clone the first game and make a second version in just minutes, saving time and resources in the final setup.

Captello's Activation Builder and support team ensured clients that last minute changes are never a problem.

THE OUTCOME

The company was able to easily embed all 5 gamification experiences inside their Virtual Event Platform on a custom web page.

From instructions to custom game graphics and interactive elements, each activation illustrated company values throughout game play.

With respect for all geographic regions and time zones, the experience was completed and launched one day early to children of employees spanning the globe.

Captello's embeddable activations and Virtual Event Platform integrations made it possible to pass scores and player information to the Virtual Event Platform.

The company was able to issue rewards in the form of points or e-gift cards to participants based on their location while keeping player data completely private.

STAKEHOLDER FEEDBACK

Note from organizer:

I'D ALSO LIKE TO THANK YOU FOR RECOMMENDING ME TO THE CAPTELLO TEAM. OUR WEBSITE WOULDN'T BE WHAT IT IS WITHOUT THE ADDED GAMIFICATION COMPONENT.

LACEY AND THE TEAM WERE PROFESSIONAL AND TIMELY; THEY TURNED OUR VISION INTO A REALITY OVERNIGHT.

GREAT TEAM EFFORT, EVERYONE!

WE APPRECIATE YOUR HELP MAKING THIS PROGRAM A SUCCESS.

Note from Virtual Event Platform:

WE HAVE BEEN RECOMMENDING YOUR AMAZING PLATFORM TO OUR CUSTOMERS FOR SOME MONTHS AND THANK YOU FOR TAKING SUCH GOOD CARE OF THEM.

I WAS WONDERING IF IT MAKES SENSE TO CONNECT AND SEE IF THERE IS AN OPPORTUNITY FOR US TO DO MORE COMBINED PROJECTS LIKE THIS TOGETHER.

Captello is proud to help companies of all sizes launch successful events through the use of our unique platform.

For information on how to get started with Captello:

captello.com