

Gamification

IN ELEARNING

New Gamification Trends



80%

of learners say that their productivity would increase if their organization was **more game-like**



70%

Gartner predicts 70% of global organizations will have at least **one gamified application**



71%

of employees are not engaged or actively **engaged in their work**.



89%

Would be engaged with an LMS if the platform had a **game-like point**



40%

organizations use gamification as the **primary mechanism** to transform business operations



90%

of learners recall information if they are applying content **with a contextualization**

Benefits of gamifications

in elearning

Boost Motivation

HEWLETT PACKARD :

launched Project Everest, business process transformation, to give rewards like holidays and saw a **56.4% and \$1 billion increase in revenue**.



Build Learner Engagement

BEAT THE GMAT:

students increase their time spent on site by **370%** through a gamified system



Increase Learning Retention

Industry experts assert that interactive learning games can increase long-term retention by up to **10 times** current retention levels



Performance Feedback

Web developers at DevHub added gaming feedback to their sites and watched in awe as the percentage of users who finished dramatically increased from **10% to 80%**



Enhance Productivity

LIVEOPS:

call center reduces call time by 15% and **increases sales by over 8%**



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