Gamification Training and Serious Games

Case Study Highlights
The Challenge

ELFA needed to update their online training course for those new to equipment finance.

The association sells licenses for the course to its members, so it needed to be engaging, fun, and easily absorbed by employees with little to no background of the industry.

As laws and regulations change for the industry, ELFA needed the course to be easily updated in order to increase its shelf life.

The Solution

DDINC split the content into 7 micro lessons built with Storyline 3, that covered one topic per lesson. Some of these lessons included:

- Taking on the role of a new employee at Strategic Equipment Leasing and Finance (S.E.L.F)
- Completing activities that mimic on-the-job duties such as making sales and creating price quotes
- Identifying the other S.E.L.F. employees they need to work with in order to meet the clients’ needs

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The Challenge

Their onboarding process for new-hires was time-consuming and lacked assessment tools for managers to know when an employee was fully trained.

Checker’s/Rally’s partnered with Designing Digitally, Inc. (DDINC) to create a simulated serious game that teaches learners how to craft the sandwiches and entrees, then tests their ability to make them quickly and accurately.

The Solution

DDINC built four separate training modules to ease the learner into the sandwich-making process, utilizing:

- Digital flashcards to help employees learn about the menu items
- A tour of the sandwich station to discover where ingredients are stored
- A test to practice making all of the menu items
- A sandwich making game, in which they race to accurately fulfill the orders they receive

Checker’s/Rally’s is a national fast-food chain that prepares each order fresh for their guests. Every sandwich maker employee has to learn how to craft all 25 entrée on the restaurant’s extensive menu!
MERCER CITY SALES

Mercer is a global consulting company that works with their clients to create secure and rewarding human resource solutions. Sales employees use Mercer Principles to delve deep with their clients.

PROJECT REQUIREMENTS

- Increase learner engagement
- Blended learning that compliments in-class training
- Realistic sales situations and interactions

The Challenge

While training used by Mercer covers a wide range of methods and technologies, they were seeking a more creative and engaging solution that would help augment their existing sales training.

The biggest challenge to help Mercer meet their own goals was converting the complexity of real world sales into an engaging Serious Game. When it comes to interacting with other people, there are many to include, that are important, especially in a business environment.

The Solution

DDINC crafted realistic sales situations with fictional companies to challenge learners as they worked towards making a sale by:

- Allowing learners to attend simulated meetings, to unlock more companies, giving them access to even more situations to experience
- Letting learners see how successful they were in recognizing a client’s needs by seeing a score at the end of each interaction
- Providing a client book where learners are able to see their average and overall score for the whole game, which increased motivation

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The Challenge

With the learner demographic in mind, Designing Digitally and HP decided on an online multiplayer game that would allow:

- A social aspect to be added and provide a platform with the ability to update the course, learners to explore the station, and encounter problems that must be solved through mini-games that represent how an HP tech would assess and address an issue.
- Learners to interact with 3D models of products as well as review specs and technical information of the items they interact with within their actual positions.

They were also looking for a creative way to deliver training that would cater to the generational shifts within their workforce, and go a step above traditional eLearning to provide a truly unique learning experience. HP wanted a custom learning solution that employees would truly enjoy, and feel added value to to their job roles.

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Hewlett Packard (HP) is a large technology company that aims to utilize the most innovative strategies and solutions, much like the products and services they offer.

**PROJECT REQUIREMENTS**

- Delivered a unique but effective training experience
- Catered to generational learning preferences
- Presented problem solving scenarios through a multiplayer learning game

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The Next Steps

At Designing Digitally, we aim to understand your business objectives, determine your existing learning barriers and opportunities, and then develop innovative training experiences that will produce the desired improvements and changes. We work to gain a deep knowledge of your initiatives, identify the skills needed to prepare next-level employees, and set plans of action to maintain and grow your organization.

What is the most effective way to engage your workforce? Contact us to determine the best way to educate your workforce through the use of custom online training courses. With our consultative approach, our team will work with your organization to understand your content then create a custom learning plan with targeted outcomes to ensure an engaging training experience. Our team will develop your entire curriculum of custom courses to fill all of your organization’s training needs.

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REFERENCES AVAILABLE UPON REQUEST