EndoGame: Gamification Web Platform for Internal Marketing

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Abstract. *Many organizations are still not fully leveraging internal marketing and gamification strategies, often due to a lack of effective tools for implementation. This can result in significant disengagement among employees and a decrease in productivity. Based on this issue, proposed platform aims to act as a support tool for organizations, providing necessary functionalities to effectively implement gamification strategies for internal marketing. It may assist organizations in achieving better results in their goals and objectives.*

1. Context

Amid an increasingly competitive business environment, organizations encounter significant obstacles when it comes to inspiring and engaging their employees. It's understandable that having a motivated and engaged team is crucial for the success of any company. However, many still do not adopt effective internal marketing strategies to address these challenges [WEBER and BIAZOTTI 2022].

The absence of internal marketing initiatives, focusing on promoting organizational culture, internal communication, and employee well-being, leaves companies vulnerable to a series of issues. Employees may feel disconnected, demotivated, and uninformed, which can lead to decreased productivity and even negatively impact the company's financial outcomes. It's evident that a strong corporate culture and effective internal communication are essential components to keep employees engaged and motivated [Lappas 2021].

Furthermore, the lack of the integration of gaming elements and rewards into the company's day-to-day activities can result in disinterested and less engaged employees. The reality is that, in recent years, gamification has not been given the same emphasis in business environments compared to sectors such as education, for instance. The non-adoption of strategies from this methodology may result in the loss of valuable talents and ultimately harm the company's competitiveness in the market [Ferreira et al. 2017].

In this context, this work is motivated by addressing the importance of internal marketing and gamification within companies and exploring how these strategies can be effectively applied to overcome the mentioned challenges, thereby fostering a work environment with higher motivation and engagement. This benefits both employees and organizations [Neidenbach et al. 2020]

2. Process

The platform supports two types of profiles: Manager and Collaborator. Manager profile allows for managing feedback forms, rewards (general and specific), news, activity types, and viewing the overall ranking of all employees participating in a reward cycle. Collaborator profile allows for managing the activities performed within a reward cycle. Additionally, it's possible to view news posted by the manager, a history of previously earned prizes, the ranking of all employees, and respond to feedback forms.
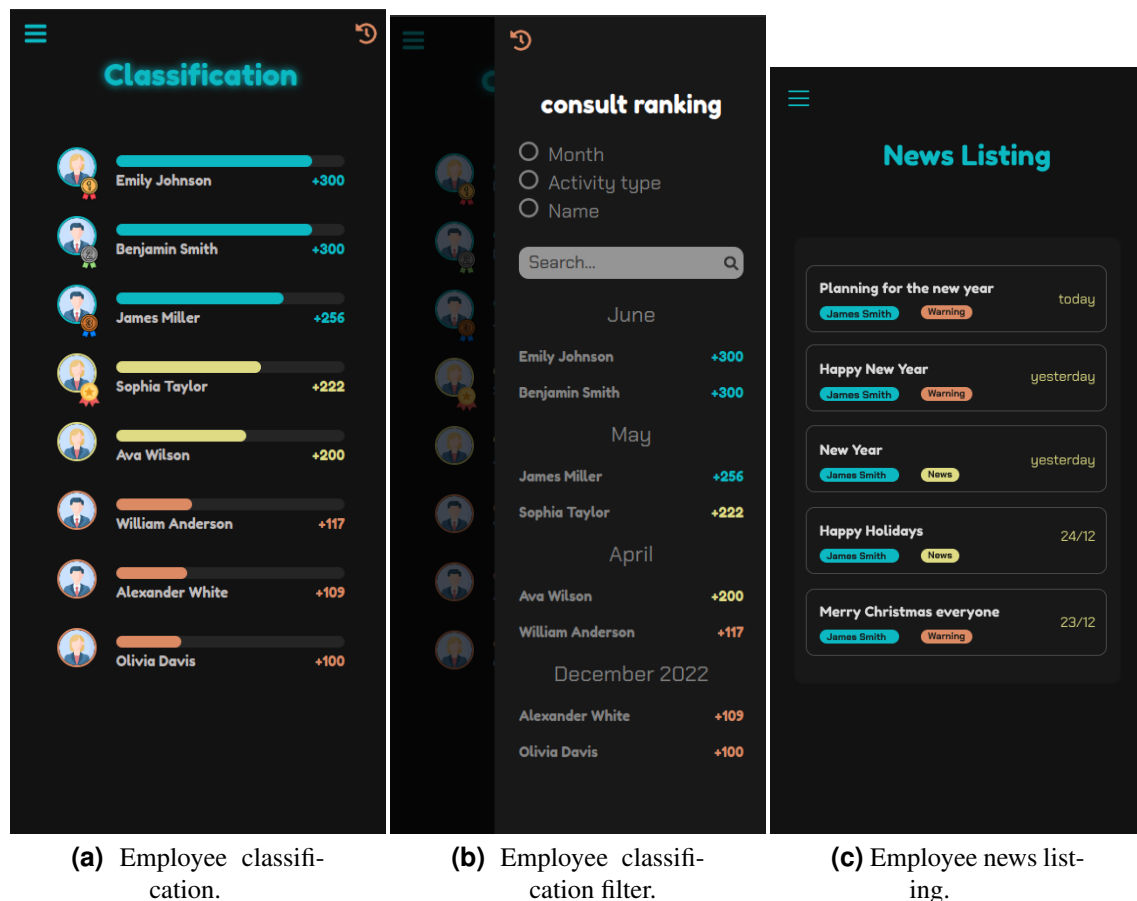

(a) Employee classification.   **(b)** Employee classification filter.   **(c)** Employee news listing.

Figure 1. Screens for the mobile device within the employee profile.

According to Figure 1a, the manager's profile dashboard interface allows for viewing the ranking of company employees based on activity scores. As observed, the ranking displays the avatar and score of each employees, accompanied by blue, yellow and red progress bars. The blue progress bar is achieved when the score attained by the collaborator exceeds the score set by the manager in a previously registered reward cycle, thus

allowing for the rewarding of the top three performers. In the case of a tie, the tiebreaker goes to the individual who completed everything in the shortest time. The yellow progress bar is for those who have reached the score but are not ranked among the top three. Meanwhile, the red progress bar is for those who have not reached the score.

The Manager profile also has the option to query the ranking, filtering point achievements by month, activity type, or employee name (see Figure 1b). In Figure 1c, the purpose of this interface is to show the Collaborator profile the news and warning submitted by the Manager profile. Each news and warning item is tagged with information about the Manager profile who made the publication and its type, either 'News' or 'Warning,' along with the publication date. By clicking on a news item, the user can view more detailed information.

Another important functionality is the identity and access management through the Keycloak solution. In practice, for an employee or manager to successfully complete the authentication process, they will need to fill in the fields with their corporate email and password. With the company previously registered as a group in Keycloak, the user's authentication data will be stored in that group. This way, authentication can be validated, and if the email and password are correct, the platform directs them to the module of the employee or manager application.

3. Solution

EndoGame can be used in various contexts and sectors of the organization, with the organization's objectives always varying. Therefore, if the organization aims, for instance, to enhance team productivity, it can set up a reward cycle and define specific activities for the team with a deadline, scoring, and awards (physical or digital). Through these functional elements offered, it's possible to keep employees interested and motivated to pursue the organization's goals. The tool can provide instant feedback and recognition for accomplishments, boosting morale and job satisfaction. Besides that, it can help in developing and honing various skills, such as problem-solving, teamwork, and creativity.

In short, the proposed gamification platform has the potential to transform the way organizations conduct internal marketing, providing a comprehensive experience with an enjoyable theme while maintaining simple usability.

References

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