

Körber Supply Chain

# Gamification

brought to you by Vaibe

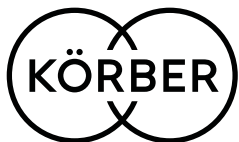
Sales Playbook



# Gamification

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Sales playbook



# Market overview

Did you know that being miserable at work can bring more suffering to a person's life than being unemployed?

79%

of employees are not engaged

\$8.8tn

are lost due to disengaged employees

\*Source: State of the Global Workplace: Gallup





# Key challenges in the market

Current incentive programs do not bring the expected outcome

Disengaged employees wish for:



**41%**  
engagement



**28%**  
pay and benefits



**16%**  
well-being

# Employee engagement

... is involvement and enthusiasm of employees in their work and workplace. Why is it important?



**Absenteeism**

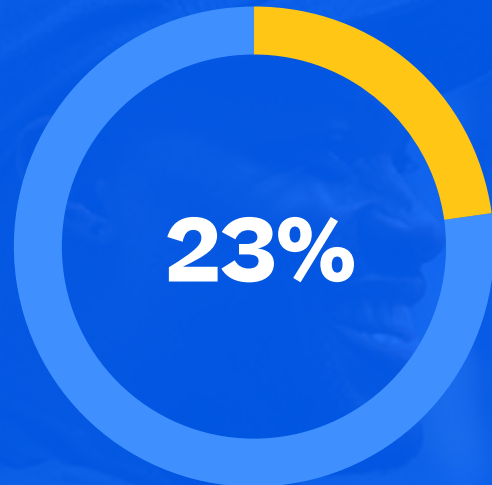


**Turnover**

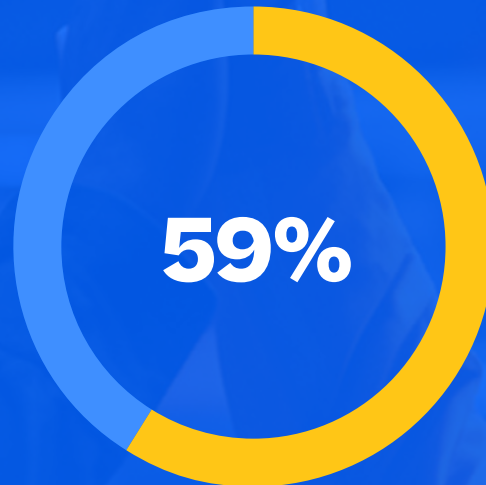


**Quality defects**

## US\$8.8 trillion are lost per year due to disengaged employees



higher profit in business units with engaged workers compared to units with miserable workers



less turnover in engaged teams



150% of salary as a real cost of worker turnover



What can a company do to improve employee engagement?

# Employee engagement via gamification

Gamification is the use of game-like elements in the workplace and incorporating features like ...



Challenges



Rewards



Leaderboards



Feedback

## Role gamification plays in employee engagement

Repetitive and challenging tasks lead to poor performance, low productivity and disengagement

Gamification reduces pain points, increases productivity and drives success on the shop floor.



### BENEFITS OF GAMIFICATION

1

Drives sense of achievement

2

Boosts employee engagement

3

Fosters healthy competition

4

Increases satisfaction of workers





















# Differentiators

## Korber gamification brought to you by Vaibe

- Serves company-specific KPIs by individual designed games
- Is plug 'n' play and industry agnostic, which can be applicable to any type of work, as long it has KPIs
- Provides a solution also for workers, who are rarely the focus of other gamification solutions





# Ideal client profile

## **Geography**

North America and Europe (incl. UK)

## **Industries**

Supply chain, logistics and transportation

## **Field of expertise**

Operations, supply chain, HR and customer service

## **Key business characteristics**

With our gamification solution, we target industries that substantially suffer from an absence/fluctuation of workers for repetitive tasks

# Buying committee



## Chief Operating Officer

### Challenge

Skilled labor shortages cause productivity disruptions and affect product quality

### Goal

Improve company's bottom line via efficiency improvements



## Operations Manager

### Challenge

Targets are often not aligned with reality and/or tools at hand

### Goal

Achieve targets set by the COO



## HR Manager

### Challenge

Employer market is increasingly competitive, leading to retaining over hiring

### Goal

Retain and hire the best workers

# Buyer personas

**Michael, 49**  
**Boston, Massachusetts**  
**VP Operations**

## Pain points

- High employee turnover, resulting in high training costs, reduced team morale and decreased productivity
- Poor quality of work by workers, threatening brand reputation
- Operational inefficiencies in the way of achieving operational targets
- Absence of mitigation plans to combat operational disruptions

## Ambitions

- Hit operational targets such as output goals
- Reduce rising variable costs of operations
- Gain ability to effectively address conflicts and performance issues across workers and teams
- Adapt quickly and appropriately to technology and market changes
- Balance quality of projects with cost of projects (TCO)
- Recruit, retain and develop talent
- Cut through the “noise” in the market

## Brands



The New York Times



Digital affinity



Risk tolerance



Analytical mind



Empathy



**“We need solutions that help us optimize resource allocation and productivity.”**

Interests

#sixsigma #digitalization #politics

# Buyer personas

**Lauren, 33**  
**San Jose, California**  
**HR Manager**

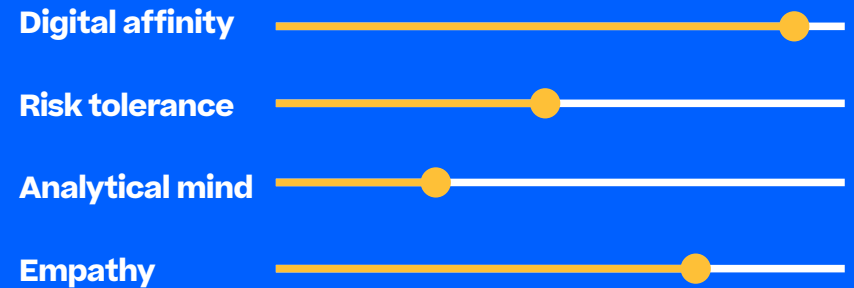
## Pain points

- Running out of incentives that attract and retain top talents
- Expected pushback by workers council to newly introduced initiatives
- Difficulty balancing “new work” trends with operational objectives of company

## Ambitions

- Establish a “great place to work” and raise employee satisfaction scores
- Foster a healthy company culture
- Introduce new methods across company, not only to keep workers happy but also to strengthen employer branding

## Brands



**“New work is the future. The best companies are the ones where it is fun to work.”**

## Interests

#newwork #culture #sport

# Reference materials

## Discovery call questions

[First call | Exploratory meeting](#)

## Discovery call questions

[Most common questions & objections](#)

## Email blurbs

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[The corporate one](#)

[The game-driven one](#)

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## Competitor details

[Competitor review – Beekeeper](#)

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# First call | exploratory meeting

1. Identify industry and business type
2. Number of employees
3. What is the biggest challenge you face with your team(s)? What is the problem the client wants to solve? (Identify pain points)
4. Where do you see our solution being applied in your reality? (Diagnose issue, need or problem)
5. How many users? (Identify deal size)
6. Where are the teams based? (remote, travelling, office, factory, warehouse based)
7. Which metrics/KPIs do you use to evaluate your employees?
8. Do you already incentivize your employees in any way?
9. Are there any limitations in terms of incentives you are allowed to give to employees?

# Common questions and objections

1. Price
2. Integration with own systems
3. API details
4. Is it possible to have a public display with the leaderboard, like a screen on the shop floor?
5. Do not give access to the app during working hours
6. Employees don't have a company email; is it possible to send communications in bulk through the app?
7. Type of prizes/rewards that can be given
8. Type of support that vaibe will give during implementation and roll-out of the project
9. Privacy data?



# Sample emails



## The original one

**Subject: Boost engagement and drive results with our gamification solution**

Hi [Recipient's Name],

I hope this email finds you well.

I wanted to reach out to introduce you to our immersive and motivational gamification solution that will transform the way you engage your employees and drive meaningful results.

Nowadays, capturing and retaining employees is more challenging than ever. That's where our gamification solution comes in. By leveraging game elements and human-centric design, we can help you create immersive and motivating experiences that keep your employees actively engaged and eager to participate.

By implementing our gamification solution, you can expect:

- Increased employee engagement
- Improved retention and knowledge levels
- Enhanced motivation and a sense of achievement
- Strengthened team spirit and overall working culture

As every organization is unique, we are committed to tailoring our gamification solution to meet your specific needs and goals.

I would love to share how our gamification solution can transform your engagement efforts and drive the results you desire. I would be happy to schedule a call or meeting at your convenience.

Thank you for your time, and I look forward to hearing from you soon.

Best regards,

# Sample emails



## The corporate one

**Subject: Enhance employee engagement and achieve stellar results with our gamification solution**

Dear [Recipient's Name],

I trust this email finds you in good health and high spirits.

I am reaching out today to acquaint you with our innovative gamification solution, designed to revolutionize your employee engagement strategies and deliver significant outcomes.

In the current business landscape, capturing and retaining talent has become increasingly arduous. This is precisely where our gamification solution shines. By harnessing the power of game elements and human-centric design, we can assist you in creating captivating and motivational experiences that foster active engagement and unwavering participation among your workforce.

When you implement our gamification solution, you can anticipate the following benefits:

- Amplified employee engagement, as our solution drives higher levels of involvement and enthusiasm
- Elevated retention rates and knowledge acquisition, resulting from an immersive and stimulating learning environment
- Heightened motivation and a profound sense of achievement among your employees, leading to increased productivity and satisfaction
- Reinforced team spirit and an enhanced working culture that promotes collaboration, camaraderie, and shared success.

We understand that every organization possesses its unique identity and objectives. Rest assured, our commitment lies in tailoring our gamification solution to align seamlessly with your specific needs and goals.

I would be delighted to personally demonstrate how our gamification solution can transform your engagement endeavors and yield the desired outcomes. Please let me know a convenient time for a call or meeting.

Thank you for dedicating your time to consider our offering. I eagerly await your response and the opportunity to discuss how our gamification solution can unlock the full potential of your workforce.

Best regards,

# Sample emails



## The game-driven one

**Subject: Ignite engagement superpowers and unleash epic results with our game-altering gamification solution!**

Greetings,

I hope this message finds you at the epicenter of excitement and ready to level up!

I'm thrilled to introduce you to our mind-blowing gamification solution that will revolutionize how you engage your employees and unlock awe-inspiring results.

In the current hyper-competitive era, capturing and retaining talent can feel like an epic quest. Fear not, for our gamification solution is your ultimate weapon. By infusing your workplace with thrilling game elements and human-centric design, we'll transport your employees into a world of immersive experiences that ignite their passion and propel them into action.

Prepare yourself for a game-changing transformation, as our gamification solution promises:

- A surge in employee engagement that will leave your competitors quaking in their boots
- Unleashing the full potential of your team, resulting in improved retention rates and a knowledge explosion that would make even the most seasoned wizards envious
- Igniting an unstoppable motivation flame within your workforce, fueling them with a sense of accomplishment and victory at every turn
- Forging an unbreakable bond among your team, creating a united front that conquers challenges and dominates the playing field of success

Just like with every hero's journey, we understand that each organization possesses its own unique attributes and aspirations. That's why we're committed to customizing our gamification solution to align perfectly with your needs and goals.

I'm itching with excitement to show you first-hand how our gamification solution can unlock a realm of unlimited engagement and deliver the results you desire. Let's embark on this adventure together!

Thank you for your valuable time, and I eagerly await your response. Brace yourself for the gamified revolution!

Best regards,

# Sample emails



## The innovative one

**Subject: Unleash unprecedented results with our revolutionary gamification solution!**

Hi [Recipient's Name],

I hope this email finds you well.

I wanted to reach out to introduce you to our immersive and motivational gamification solution that will transform the way you engage your employees and drive meaningful results.

Nowadays, capturing and retaining employees is more challenging than ever. That's where our gamification solution comes in. By leveraging game elements and human-centric design, we can help you create immersive and motivating experiences that keep your employees actively engaged and eager to participate.

By implementing our gamification solution, you can expect:

- Increased employee engagement
- Improved retention and knowledge levels
- Enhanced motivation and a sense of achievement
- Strengthened team spirit and overall working culture

As every organization is unique, we are committed to tailoring our gamification solution to meet your specific needs and goals.

I would love to share how our gamification solution can transform your engagement efforts and drive the results you desire. I would be happy to schedule a call or meeting at your convenience.

Thank you for your time, and I look forward to hearing from you soon.

Best regards,

# Sample emails



## The engaging one

**Subject: Supercharge engagement and supercharge success with our thrilling gamification solution!**

Hey there!

I hope this email finds you in high spirits and ready to embark on an electrifying journey!

I couldn't resist reaching out to introduce you to our game-changing gamification solution that will redefine the way you engage your employees and unleash extraordinary results.

In today's fast-paced world, capturing and retaining top talent can feel like taming a wild beast. But fear not! Our gamification solution is here to be your guiding light. By harnessing the power of game elements and human-centric design, we'll help you create immersive and captivating experiences that ignite a fire within your employees, keeping them eagerly engaged and ready to conquer any challenge.

Let's talk about the perks you can expect when you join the gamification revolution:

- Prepare for skyrocketing employee engagement levels that will make your workplace a buzzing hive of excitement.
- Say goodbye to the revolving door of talent as our solution fuels improved retention and knowledge levels that'll leave your competitors in awe.
- Watch motivation soar to new heights as your employees unlock achievements, overcome obstacles, and revel in the sweet taste of success.
- Get ready for a team spirit like never before, as our gamification solution fosters a collaborative and vibrant working culture that celebrates collective triumphs.

We understand that every organization has its unique DNA, and we're committed to tailoring our gamification solution to perfectly fit your needs and goals. We're in this together!

I'm absolutely thrilled to show you firsthand how our gamification solution can transform your engagement efforts and deliver the results you desire. Let's connect for a call or meeting at your convenience.

Thank you for your precious time, and I eagerly await your response. Get ready to level up your engagement game!

Best regards,

# Competitor review – Beekeeper

## Value proposition

Digitize operations for front-line workers. Reduce amount of paperwork and improve communication

**Score: 2**

## Key features

Out-of-the-box forms for productivity boost, internal communications platform, eNPS measurement, learning platform

**Score: 4**

## Delivery medium & integrations

Web, mobile and digital signage. Comprehensive out-of-the-box integrations and a marketplace. Several security and compliance certifications

**Score: 5**

## Market segment focus

Front-line and field service| workers (cashiers, inspectors, front desk etc.)

**Score: 4**

## Company size

Est. annual revenue: **25m–100m**  
Est. employees: **250–500**  
Total funding: **86m**  
Year of last funding: **2020**

**Score: 4**

## Final score

**4.5**

**Serious competitor**

# Competitor review – Arcade

## Value proposition

Gamified sales incentives

**Score: 4**

## Key features

Leaderboard, gamification and rewards system, performance measurement. Attractive design

**Score: 4.5**

## Delivery medium & integrations

Web only.  
Some out-of-the-box integrations for CRM.  
Free version available

**Score: 3.5**

## Market segment focus

Sales – inside and field (customer services, contact center employees, retail teams)

**Score: 3**

## Company size

Est. annual revenue: **1m**  
Est. employees: **25–100**  
Total funding: **6.5m**  
Year of last funding: **2021**

**Score: 3**

## Final score

**4.5**

**Serious competitor**

# Competitor review – Central

## Value proposition

Continuously improve employee performance

**Score: 3**

## Key features

Gamification, coaching and learning, performance management

**Score: 4**

## Delivery medium & integrations

Mobile, web and digital signage. Comprehensive out-of-the-box integrations (highlight with SFDC and SAP). Some security and privacy certifications

**Score: 3**

## Market segment focus

Sales, customer services and contact center employees

**Score: 3**

## Company size

Est. annual revenue: **5m–25m**  
Est. employees: **100–250**  
Total funding: **66m**  
Year of last funding: **2021**

**Score: 3**

## Final score

**4**

**Serious competitor**



# Competitor review – Raydiant

(acquired Hoopla)

## Value proposition

Motivate employees and supercharge performance

**Score: 4**

## Key features

Internal communication platform, gamification and rewards system, performance measurement

**Score: 4**

## Delivery medium & integrations

Web, mobile and digital signage (with proprietary hardware). Some out-of-the-box integrations. No mention of security and privacy certifications

**Score: 3**

## Market segment focus

Sales, customer services and contact center employees

**Score: 3**

## Company size

Est. annual revenue: **100k–5m**  
Est. employees: **25–100**  
Total funding: **10.8m**  
Year of last funding: **2021** (acquired)

**Score: 3**

## Final score

**4**

**Serious competitor**



# Competitor review – Xoxoday

## Value proposition

Unlock the true potential of your employees through a better engagement

**Score: 4**

## Key features

They have 3 different products. As a suite they offer rewards and benefits platform, eNPS, gamification, internal communication. Their primary focus is on the rewards and recognition system

**Score: 3**

## Delivery medium & integrations

Web and mobile. Out-of-the-box integrations with HR systems and team collaboration systems. No mention of security certifications

**Score: 3**

## Market segment focus

Not segment specific, but one product appears to be focused on sales teams' incentives

**Score: 2**

## Company size

Est. annual revenue: **25m–100m**  
Est. employees: **250–500**  
Total funding: **30.4m**  
Year of last funding: **2022**

**Score: 4**

## Final score

**3.5**

**Competitor**

# Competitor review – Mambo.io

## Value proposition

Improve business performance through better engagement with customers and employees

**Score: 2**

## Key features

Gamification, rewards and recognition, performance management

**Score: 3**

## Delivery medium & integrations

Web and mobile. Have an on-premises offer. No mention of integrations and security certifications

**Score: 1**

## Market segment focus

Sales, contact center and software developer employees

**Score: 3**

## Company size

Est. annual revenue: <1m  
Est. employees: 1–25  
Total funding: 0  
Year of last funding: N/A

**Score: 4**

## Final score

**3**

**Competitor**

# Competitor review – IActionable

## Value proposition

Improve employee performance through gamification

**Score: 1**

## Key features

Applied gamification to onboarding and performance management

**Score: 2**

## Delivery medium & integrations

Web and mobile. Integrations with SFDC and Zendesk and some productivity tools (Excel). Available to build custom integrations. No security certifications mentioned

**Score: 3**

## Market segment focus

Not explicit but it appears to be focused on sales and customer service

**Score: 2**

## Company size

Est. annual revenue: **100k–5m**  
Est. employees: **1–25**  
Total funding: **40k**  
Year of last funding: **2010**

**Score: 1**

## Final score

**2.5**

**Competitor**

# Competitor review – Ambition

## Value proposition

Increase sales reps' performance

**Score: 2**

## Key features

Gamification, coaching and learning and performance management.

**Score: 2**

## Delivery medium & integrations

Web, mobile and digital signage. Integration with SFDC. No mention of security certifications.

**Score: 2**

## Market segment focus

**Score: 1**

## Company size

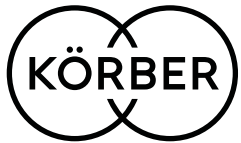
Est. annual revenue: **5m–25m**  
Est. employees: **25–100**  
Total funding: **21.2m**  
Year of last funding: 2021

**Score: 3**

## Final score

**2.5**

**Competitor**



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