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### ИСПОЛЬЗОВАНИЕ КОНЦЕПЦИИ ГЕЙМИФИКАЦИИ В БИЗНЕСЕ USING THE CONCEPT OF GAMIFICATION IN BUSINESS

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**Аннотация.** В статье рассмотрена концепция геймификации, основанная на использовании игровых методов в неигровых видах деятельности: образовании, маркетинге, бизнесе, управление персоналом и т. д. Автором статьи представлен обзор положительных сторон проведения геймификации в кампании, приведены примеры и опыт использования концепции в известных мировых кампаниях.

**Ключевые слова:** геймификация, бизнес, пользователи, вознаграждения, лояльность.

**Abstract.** The article deals with the concept of gamification, based on the use of game methods in non-game activities: education, marketing, business, human resource management, etc. The author of the article provides an overview of the positive aspects of gamification in a campaign, gives examples and experience of using the concept in well-known global campaigns.

**Key words:** gamification, business, users, rewards, loyalty.

**Introduction.** Nowadays, the world is being taken over by new popular concepts, one of which is "gamification", which applies new ways to attract and retain users.

Gamification is the application of game methods, mechanics and techniques to non-game processes. It is widely used in different spheres of business, marketing, education. [1]

**Main part.** Gamification application in business allows to stimulate employees and attract clients. And as a consequence get more profits. Let's move on to consider a few options for the positive aspects of gamification in business. [2]

First of all, it is the motivation of employees. In business, there are always everyday tasks that can be as boring and tedious as possible. In the form of a game, you can motivate employees, and come up with a good incentive that makes it easier for employees to take on difficult cases and bring them to completion. [4]

Customer Engagement. There's such a thing as lost profits syndrome. This is a kind of fear of missing out on something profitable and interesting. The game draws people in and allows them to focus on your game, thus people will spend more time on the company website and become familiar with its products or scope of services. After all, the more the client will be familiar with your company, the more chances to make a successful deal.

Loyalty. Loyalty is important from both employees and customers. Loyal employees perform their tasks better, and to increase profits in the first place. A loyal employee goes to work as a holiday, because of this the employee will be able to provide good emotions and high customer service in the campaign. [3]

Audience growth. We can give an example with the well-known "SberCat" from "Sberbank" in the social network "Vkontakte". "SberCat" is just a spam bot that offers interesting games and contests. And as a consequence, for participation offers a lot of interesting bonuses. On the type of free stickers, various promo codes for online and offline services. That, in turn, helps to learn about the product to this day. After all, even customers themselves, come in to talk about interesting games and thus attract new customers. [5]

What should you do to successfully incorporate the concept of gamification into your campaign?

In any business, the first thing to do is research. In our case, it is necessary to study the audience and to understand how much your clients are interested in gambling, what rewards they are interested in and whether they are ready to compete and win.

It is important to determine the purpose of the game. In the case of employees, the objectives may be to reduce the percentage of transactions from first contact to purchase to 10, the increase in employees who receive additional training.

And ultimately, the game strategy is to be determined. Researcher Jason Tocci identifies five types of lures:

1. Achievement – to compete, to be rewarded, to achieve some result.
2. Socialization – to work in a team.
3. relaxation – to get new emotions, to get distracted from routine.
4. Subversion – to play off-script, to play against teammates.
5. Imagination – to find non-standard approaches to the task. [6]

All of these lures can be used for both employees and customers. Each is useful in a small way, but all together offer a significant chance of success.

Give people an easy entrance into the game, without all the hassle. Realistic goals that can be achieved without spending very much time. Create the necessary competition between participants, maintain interest in the game and constantly remind them of it. Break up the game in stages – so you can test every change that is made to the mechanics of the game. [7]

Gamification industry statistics. As of 2016, the gamification market was valued at \$4.9 billion. Every year there is a significant growth. For example, in 2018 there was an increase of \$1.9 billion compared to 2016 and was – \$4.9 billion, and in 2020 – \$9.1 billion. Currently, the global gamification market is estimated at \$11.94 billion. These figures are expected to increase significantly over the next few years. Experts believe that the value of the international market will grow by almost \$20 billion. [8]

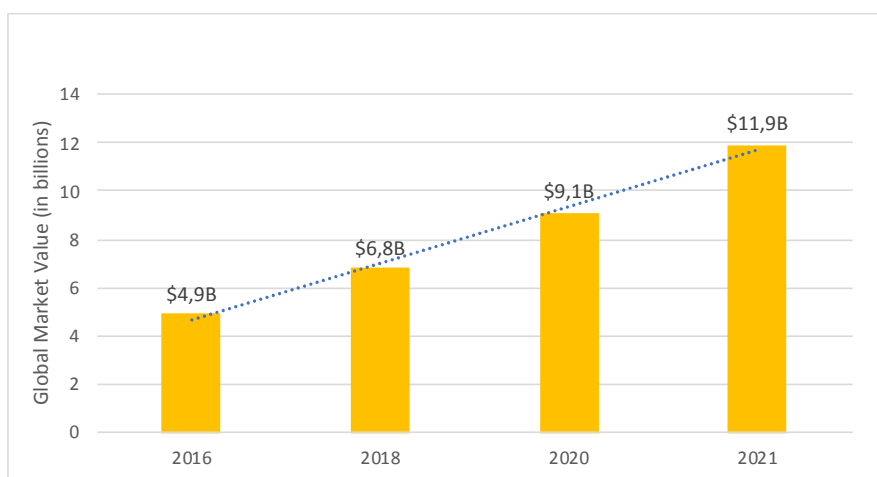


Fig. 1. Global gamification market value 2016-2021

**Conclusion.** Thus, the concept of gamification is focused on creating a sustainable campaign relationship with customers. This concept allows you to make the process of user interaction with the campaign more interesting, clear and non-standard. Which helps the bank achieve certain goals and increase user loyalty.

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