

APPLICATION OF GAMIFICATION IN ORDER TO IMPROVE THE EXPERIENCE OF INTERACTION WITH CONSUMERS

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Abstract. *In the terms of the modern market, gamification has significant potential in many fields of activity and is an effective tool for implementing business processes. Gamification, through game mechanics, increases the motivation of the target segment to make a purchase. With ideal gamification, the consumer is quickly involved in the process, because it is the involvement that encourages him to take actions that affect the financial result. Gamification adapts to any business goals and is used for experiments, because the implementation of a gaming strategy improves the customer interaction experience and drives increased revenue.*

Keywords: *gamification, game mechanics, interaction, consumer motivation, feedback.*

Today, many modern services and applications use various methods of the gaming industry in their professional activities, which have become an excellent tool for business, used to increase motivation for interaction between employees and customers, as well as to provide real-time feedback. At present, gamification is used by many major companies, and the demand for it is constantly growing. Gamification is the introduction of game forms into a non-game context: work, study and everyday life to solve a broad range of tasks.

In fact, the history of the gamification started well before its active popularization. The natural inclinations of people towards competition, cooperation and achievement were used. The theory of gamification is far from academic, but it also has models. Thus, in 2012, Yukai Chou proposed the model "Octalysis", dedicated to incentives that make people take part in the game. Subsequently, it was translated into nine languages and became a classic training material for many companies, allowing them to engage and retain users and clients, as well as create new incentives and growth opportunities for staff.

In gamification, script and plot, the interface, game mechanisms and social interactions are important. The main purpose of gamification is to achieve the desired results

using a certain path; therefore, the mechanics of game should be simple and thoughtful. For instance, participants of the Aeroflot Bonus participations are happy to save miles and later exchange them for free tickets. Active loyalty card users are awarded points for future purchases.

Gamification has significant potential for many fields of activity [1, 2,]; is an effective tool for engagement; increases user motivation and builds on the following principles:

- establishment of system feedback with the possibility of correcting user behavior through a gradual immersion into the process;
- creating a fascinating plot and complicating its configuration step by step;
- motivation to interact without feeling uncomfortable;
- determining the value for the target audience and forming a reward system.

With perfect gamification, the user is rapidly engaged in the process. The cycle of involvement in gamification presented by in Figure 1.

Involvement is possible with the help of technologies which make it possible to attract potential players and keep them active, since it is involvement that encourages the commission of an action that affects the final financial result. To encourage the target audience to take part in the game, it would be neces-

sary to decide which motivation system should be implemented in the context of gamification. According to experts, the most popular systems are "recognition of achieve-

ments" and "motivation by plot" (39% each), "prize motivation" (14%) and "game motivation" (4%) [3].

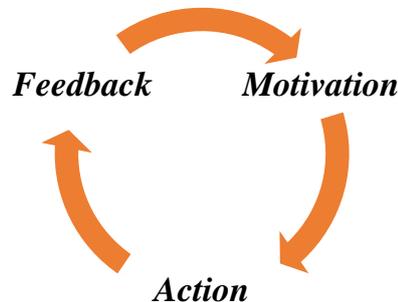


Figure 1. The cycle of user involvement in gamification.

Gamification helps to boost any user activity that is the target of the game mechanics and reflects the principles of gameplay organization. For example, receiving bonuses or discounts for a single order of several products, adding comments or feedback by customers [4].

Feedback components are indicators that enable the system to respond to the actions of users in the play area (Fig. 2). Feedback is the most important element of the game mechanics, ensuring the renewability of engagement cycles, and acts as a link between them.



Figure 3. Feedback indicators

Today, the current trends of involvement in gamification are gaming zones, virtual and augmented reality, applications and multimedia games, as well as gamification through a survey. To maintain engagement, various modules can be used: an exchange of ideas (selling your own initiatives), contests, quests, a system of achievements, the complex use of which fuels the interest of players.

Currently, the types of game mechanics and the means for implementing them online and offline are very diverse. Offline gameplay has its own features: the game element has to be placed in a physical address, which involves extra logistical costs. It must not be forgotten that consumers quickly become accustomed to the game mechanics, which over time becomes less efficient.

Online gamification is carried out through various media channels: websites; social net-

works; e-mail, etc., attracting the attention of customers with push messages. The type of channel selected depends on the specificities of the company, the target audience and the objectives. It should be noted that the increase in users, regardless of the complexity of the mechanics of the game, is 40-50%, since a significant part of the economically active audience is in the figure.

In our view, any mechanics can be effective if they meet the requirements of the target audience. In this case, companies must connect the service with the content of the game or create something new. Today, there are more and more games in which reality and virtuality are integrated [5] (for example, to get an artifact in the game, you need to do something offline), subject to expediency and payback.

The typical mistake is the implementation of the gameplay without understanding the final aim. In pursuit of the popularity of the availability of game content in business processes, companies either copy existing solutions or complicate the customer's way, which ultimately does not deliver the expected result. Understanding what needs to be conveyed and what needs to be achieved in the game helps shape decisions made for the content and game elements. Beginning with a goal, you can work in the opposite direction and create games, quizzes and competitions aimed at achieving it. These developments ensure a correlation between the company's success and its goals.

The effectiveness of gamification is assessed by key performance indicators or KPI, which are defined prior to the launch of the campaign (determining parameters and direction of movement). Measuring results will be necessary to build the next game campaign

and will help determine which content is best for the target audience, as targeted communication of information on a new product or service will contribute to increased consumption of a particular product.

In conclusion, we note that the motivating properties of the game, as well as its ability to meet the various needs of the population, were the basis for gamification, which is necessary to trigger a behavioral reaction in the business environment and to preserve it for a sufficiently long time. The increasing popularity and spread of game techniques necessitates the development of effective measures and approaches for their implementation in order to achieve a positive outcome. Gamification can be adapted to any business goals, used for experiments, provided that its principles and features are taken into account, since the maintenance of a long-term game will only improve the existing customer experience and lead to a rise in sales and revenues.

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ПРИМЕНЕНИЕ ГЕЙМИФИКАЦИИ В ЦЕЛЯХ УЛУЧШЕНИЯ ОПЫТА ВЗАИМОДЕЙСТВИЯ С ПОТРЕБИТЕЛЯМИ

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Аннотация. В условиях современного рынка геймификация имеет значительный потенциал для многих сфер деятельности и является эффективным инструментом реализации бизнес-процессов. Геймификация, посредством игровой механики, повышает мотивацию целевого сегмента к совершению покупки. При идеальной геймификации потребитель быстро вовлекается в процесс, поскольку именно вовлеченность побуждает его к действиям, оказывающим влияние на финансовый результат. Геймификация адаптируется под любые цели бизнеса и используется для экспериментов, поскольку реализация игровой стратегии улучшает опыт взаимодействия с клиентами и приводит к увеличению дохода.

Ключевые слова: геймификация, игровые механики, взаимодействие, мотивация потребителей, обратная связь.