



# GAME ACADEMY

next-level gamified and social learning solution!

## GAME

GAME is the leading specialist retailer of video games in the UK and Spain, holding a market share of over 30% in each country. They operate more than 320 stores and employ more than 3,700 staff throughout the UK.

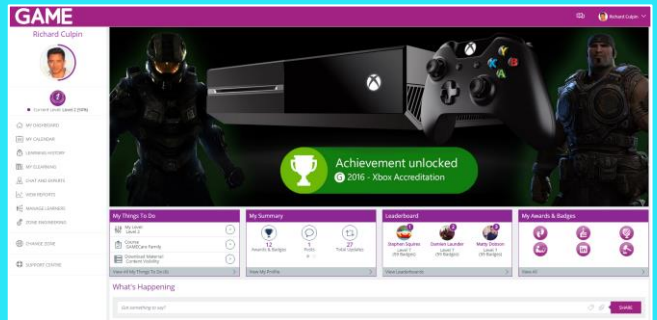
As a video games retailer, GAME competes in an increasingly difficult arena. In 2012, the company was forced in administration and had to close almost half its 600 UK stores. Three years into recovery, it's vital their sales teams are equipped with the skills and expertise to deliver an excellent customer experience not found online.

GAME had made use of eLearning in the past, but without the success they wanted. It tended to start well but learners would soon become disillusioned. Research revealed that the biggest need for the programme would be an engaging platform. GAME teamed up with Growth Engineering to create GAME Learning Zone, a learning management system packed with social and gamification features to engage learners.

## GAME LEARNING ZONE ACADEMY



GAME Learning Zone does everything you'd expect of an LMS, such as letting you manage learners and host interactive training content. But what sets it apart is its focus on engagement. As a video games retailer, the built-in gaming mechanics of our Academy LMS seemed a perfect fit for GAME's staff and brand.



### GAMIFICATION



#### Badges:

Learners earn badges for completing content and exploring the Academy.



#### Levels:

Learners level-up as they learn by earning experience points. This gives them access to new sets of content.



#### Leaderboards:

Leaderboards show off learners with the most badges, motivating their peers.

### SOCIAL



#### 'What's Happening?' Feed:

A social feed where learners share badges and other updates with other users.



#### Live chat:

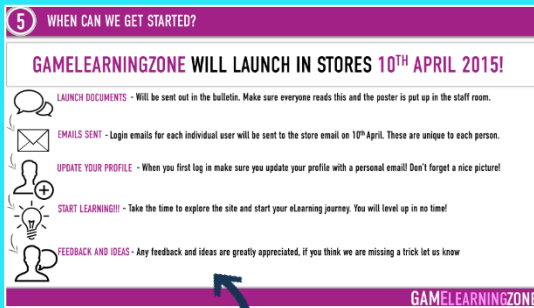
Learners can use live chats to communicate in real-time.



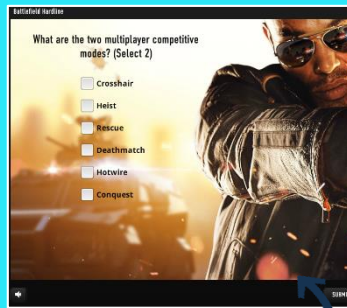
#### Change Zones:

Incentivised chat groups for individual stores and topics, where learners discuss certain topics or issues.

# THE RESULTS



GAME ACADEMY LAUNCH INITIATIVE



BATTLEFIELD HARDLINE E-LEARNING



GAME ACADEMY BADGE CABINET

## Content Completed

During the same four month time frame, **more than 61,000 pieces of content have been completed.** This means that **each learner has completed 17 pieces of content.** This shows that learners are deeply engaged with the content available on the Platform.

## Social Activity

GAME wanted to build a community, so they're thrilled that their learners are using GAME Learning Zone as a real social network. Their staff might be spread out across the nation, but you can visit at any time to find a number of lively discussions.

## Logins

From April-July 2015, **GAME's 3,600 learners logged in more than 40,500 times.** This is nearly **12 logins per user over the four months,** proving they're engaged and keep coming back for more.

## ACADEMY COMMENTS

**Michaela Goodson:** (15 hours ago)  
Game sure knows how to get gamers to participate. Competitiveness and badge hunting. :)

**David Pitt:** (3 days ago)  
Boom! Top of the GAME Bullring leaderboard on here, got my tweet in MCV today and I have pizza for dinner! A solid 9/10 day!! Now to choose the game to round it all off with...

**Jade Parkes:** (18 hours ago)  
I've just spent my day off gaining all these achievements and badges. It's so addictive. I'm looking forward to upcoming modules :)

**Sally May-Collins:** (3 hours ago)  
This is a really Great Leap Forward for training, looking forward to more courses and motivating my team to complete training! Badges are a bit addictive:)