# Gamification

## IN ELEARNING

### New Gamification Trends

**80%**
of learners say that their productivity would increase if their organization was **more game-like**

**70%**
Gartner predicts 70% of global organizations will have atleast **one gamified application**

**71%**
of employees are not engaged or actively **engaged in their work.**

**89%**
Would be engaged with an LMS if the platform had a **game-like point**

**40%**
organizations use gamification as the **primary mechanism** to transform business operations

**90%**
of learners recall information if they are applying content **with a contextualization**

## Benefits of gamifications

in elearning

### Boost Motivaton

**HEWLETT PACKARD :**
launched Project Everest, business process transformation, to give rewards like holidays and saw a **56.4% and $1 billion increase in revenue.**

### Build Learner Engagement

**BEAT THE GMAT:**
students increase their time spent on site by **370%** through a gamified system

### Increase Learning Retention

Industry experts assert that interactive learning games can increase long-term retention by up to **10 times** current retention levels

### Performance Feedback

Web developers at DevHub added gaming feedback to their sites and watched in awe as the percentage of users who finished dramatically increased from **10% to 80%**

### Enhance Productivity

**LIVEOPS:**
call center reduces call time by 15% and **increases sales by over 8%**