

CASE STUDY

Financial Institution Uses Gamification to Support Return-to-Office Initiative

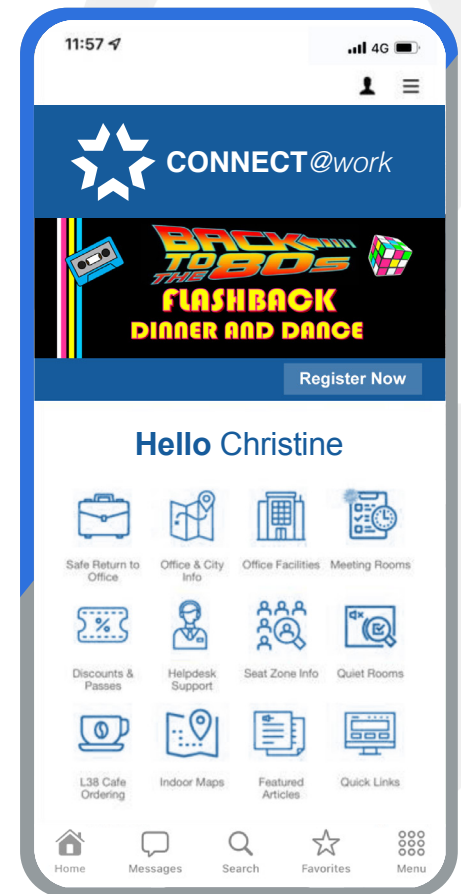
After months of operating remotely, an international financial institution was ready to return its workforce to the offices. Given the stress and emotional consequences the transition could create, the company turned to technology to help support its return-to-work strategy.

Following an evaluation of several workplace app providers, the institution chose Modo's agile engagement platform. The company's small development team could launch a custom app within a few months with Modo's low-code UI and out-of-the-box integrations.

Building a Robust Employee Engagement Tool

The initial app focused on critical challenges—communication, employee engagement, and safety in the office—to encourage employees back to the office. However, the ease of adding new capabilities through APIs and custom components using Modo's xModule encouraged the team to expand the app quickly to include:

- **Space Booking:** Location-aware feature to find and book a meeting room or quiet space.
- **Indoor Maps:** Assist employees with wayfinding to locate rooms, equipment, and building amenities.
- **Seat Finder:** Enables staff to sync in-office schedules and seating with colleagues.
- **Help Desk:** Report equipment, software, or facility issues directly through the app.
- **Corporate Events:** Promotes office activities and company-sponsored events and enables all event registrations.
- **Discounts and Passes:** Lists employee discounts and special offers for food, travel, health, wellness, etc., from area businesses and websites.



- **Office and City Guide:** Includes travel policies, office details, and city guides for employees traveling to other offices.
- **Return to Office Information:** Quick access to current government COVID-19 regulations and corporate policy.
- **Food Ordering:** View menus and order food from the corporate cafeteria.
- **Digital Entry:** Easy access through building turnstiles and into company offices using an office entry QR code.

Driving App Awareness and Usage with Gamification

Despite the numerous time-saving features and exclusive capabilities on its workplace app, the company wasn't seeing the levels of use it expected. Additionally, its return-to-office initiative was faltering. The technology team introduced gamification on the workplace app to address both issues, as well as:

- Assist employees with in-office tasks and educate them about facilities and key services, such as the Room Booking feature
- Validate the gamification concept
- Drive awareness and traffic to the app
- Gather feedback on the workplace app

Using Modo's xModule, the small development team built a custom gamification module in a few weeks. Games developed included:



Scavenger Hunt

Featured daily questions about company-related items and in-office services, which increased in difficulty over time. QR codes with clues were placed around the corporate campus, which encouraged participants to come into the office. The tactic also made employees aware of facility amenities they may not have known of.



Wordle

Created a custom, daily, word-based game, which awarded points for completing. The Wordle sometimes included hints about the scavenger hunt.



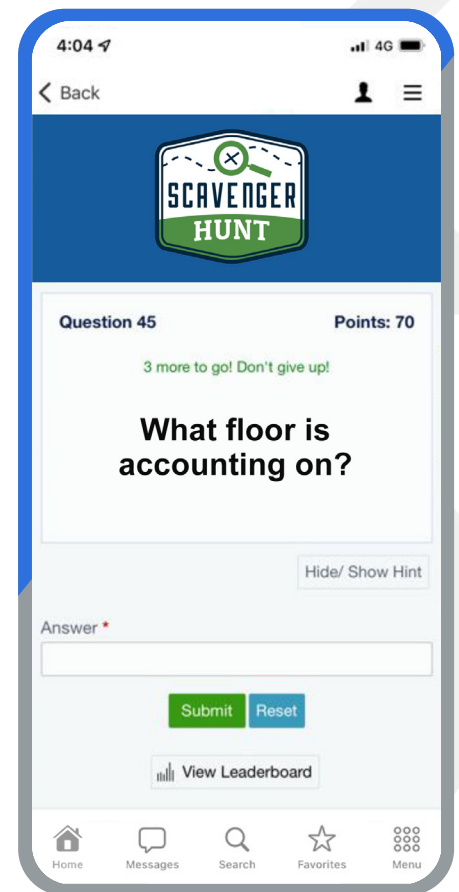
Feature Polls

Had pop-up polls within other app modules, forcing users to explore the app to find the poll. Points were awarded for completing the poll, and responses gave the technology team feedback on their app, e.g., How do you feel about the room booking feature?



Bonus Point Activities

Included various activities from week to week for contestants to acquire more points. For example, a "submit a quote" request gave bonus points to the employee whose quote was selected as Quote of the Week, a regular communication feature on the app.



To ensure employees knew about the competition and to generate excitement, the company promoted the games using:

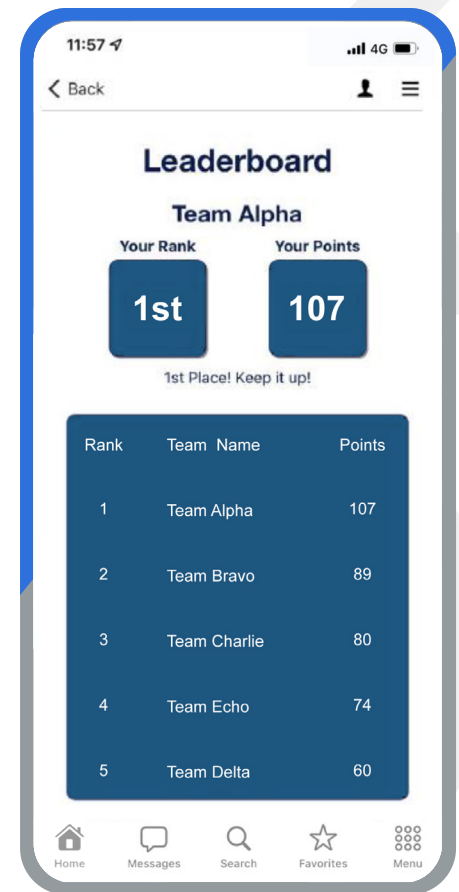
- In-app push notifications using Modo Communicate
- Homepage banner to announce new games and start date
- App screen published full details, rules, FAQs
- Posters hung around the corporate campus
- Promotion on the company intranet
- Tie-ins with various departments and groups, such as mailroom and cafe operators

The app featured a leaderboard showing teams scores for additional excitement and to tap into employees' competitiveness. As weekly games drew to a close, the leaderboard was hidden to keep teams from getting discouraged and dropping out.

Results Prove Gamification Success

In the first month games were used, app users increased by 19%, and screen views surged 400% over the prior month. Having deemed the gamification strategy a success, the company continued the approach for several months to promote in-app features and entice employees back into the office.

Interested in motivating employees to return to the office? Try gamification. Request a demo of [Modo Workplace](#) today.



About Modo Labs

Modo is the world's leading platform provider of workplace and campus apps. Trusted by global Fortune 1000 brands and the world's most prestigious institutions, the Modo digital engagement platform delivers a unified, fully customizable, mobile-first user experience to simplify anytime access to information and services students and employees need to feel supported, engaged, and inspired.

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