



PLAY ▶

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Work vs. Play

*Using gamification to drive
engagement and behaviour change*

Engaging employees in their wellbeing

has never been more important

The changing consumer mindset



Employee benefits have become sole support sources



Competition from retailers and tech companies



Flex and enrolment engagement levels should be 100%



Employees don't stop being consumers in the workplace

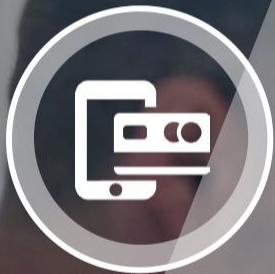


The true cost of lifestyle choices



Traditional engagement tools no longer work

For better results
**think differently about
employee engagement**



**Treat employees as
consumers**



**Healthcare relevant
to your workforce**



**Build a sense
of community**



**Digital insight
driven**



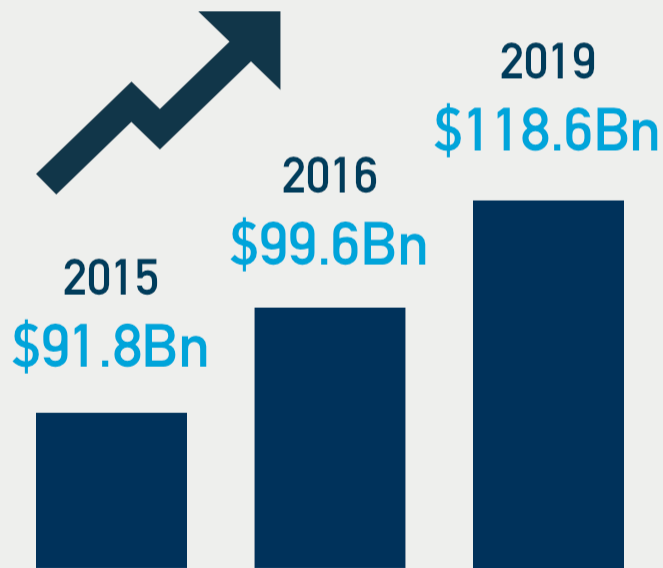
Play Consulting

Marcus Thornley

GAMES ARE TAKING OVER THE WORLD



Market Growth



35

is the average age of a UK gamer, with more aged over 44 than under 20

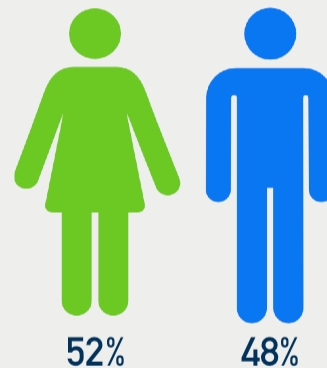


69%

of UK population are gamers

2Bn

gamers worldwide



More female players than male

THE GAMES MINDSET

PLAY ▶

Put users first

Interface design

Onboarding

Engagement



Most enterprise apps look and feel like work.

Totem brings a modern B2C experience to the enterprise space – we know that to drive meaningful long-term engagement, products must be fun, delightful and answer user needs.

BUILDING BLOCKS OF GAMIFICATION



Key components to driving engagement and frequency of use



XP



Levels/
Progression



Badges



Leaderboards

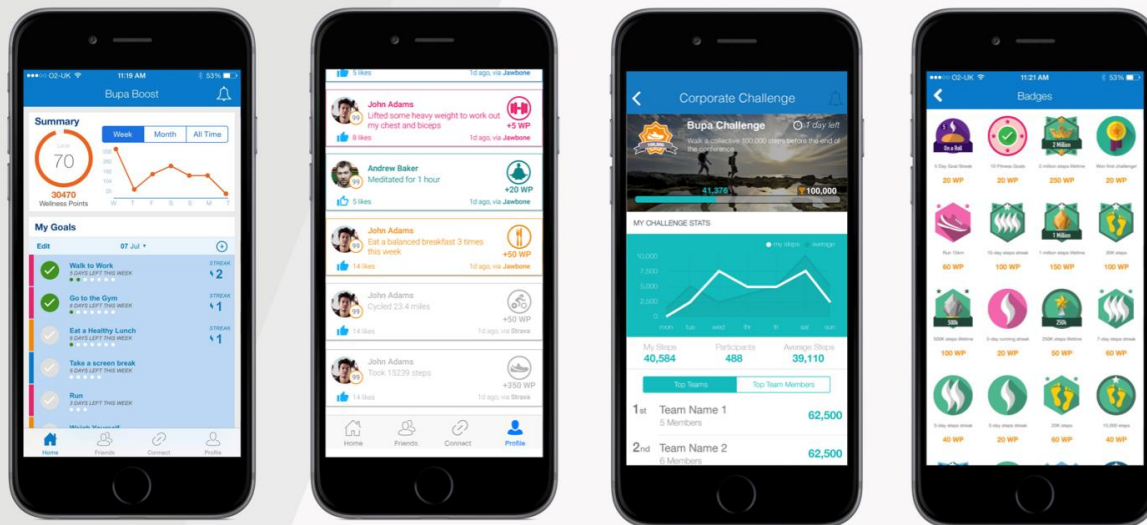


Challenges

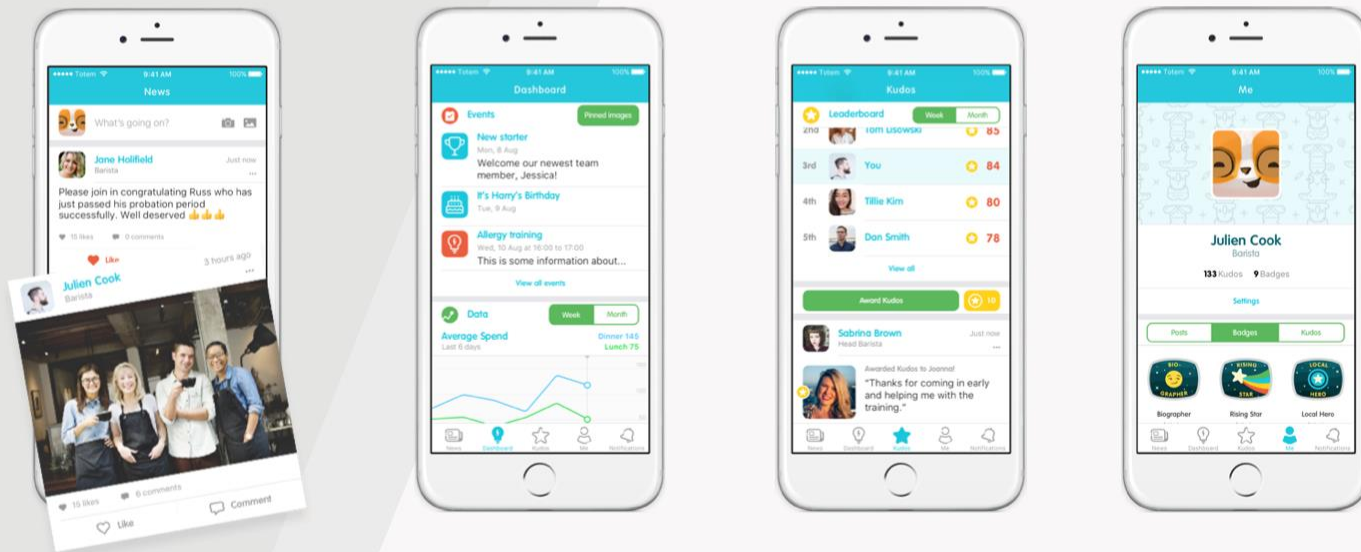


Streaks

DRIVING WELLNESS: BUPA BOOST



DRIVING EMPLOYEE ENGAGEMENT: TOTEM



Thanks



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