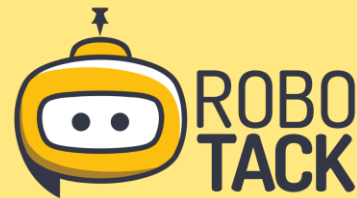


Gamification



Monitor . Analyze . Engage

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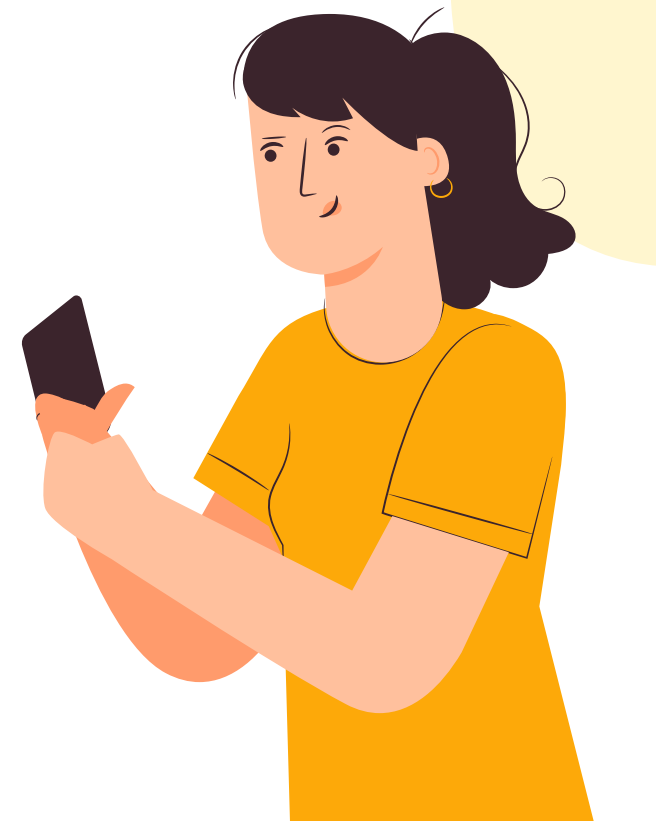
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ABOUT THE PROJECT

Gamification is the process of integrating game mechanics into a pre-existing system (i.e. Loyalty program, Mobile APP), in order to motivate users to achieve a task.

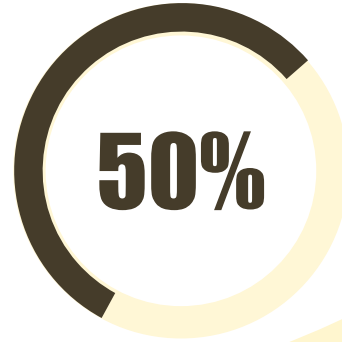
When you gamify high-value interactions with customers you drive more sales, stronger collaboration, better ROI, deeper loyalty, higher customer satisfaction and more.



PROJECT SMART GOALS



Of smartphone users play
games on their devices



Plays games on daily basis



“The reason why gamification became an effective tool is that it brings motivation in the user and engages them like no other campaign”

PROJECT SMART GOALS



The best part about this whole process is that you can use this for all sorts of niches, which makes it a really versatile tool.

Some of the most promising advantages of gamification

- Improves traffic for the App
- Motivates customers to take actions and increase their productivity on App
- Sets your Loyalty App apart from the competition
- Increases customers interaction and engagement and thrill their experience
- Use your tasks (puzzle, Q&A, watch video etc. As an advertisements for your brand to ensures your brand recognition

WHAT WE ARE WORKING ON



Accessibility

Creative widget to facilitate the customer's journey into the game



Excitement

Bring excitement around the brand



Strong Ratings

Building a community around your brand



Social Network

Having an opportunity to share achievements creates energy and social proof



Challenges

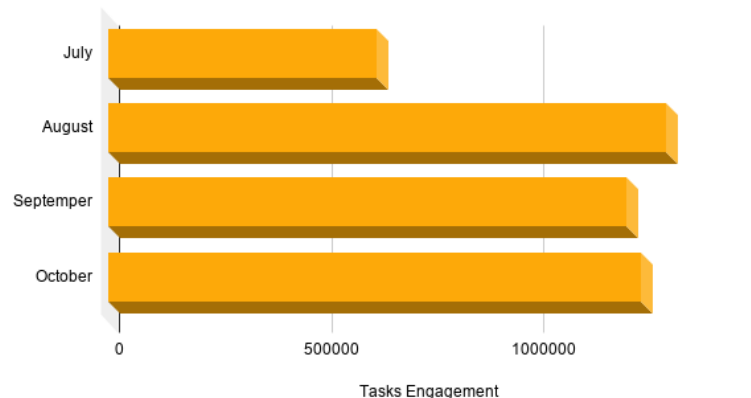
Challenges help keep people interested



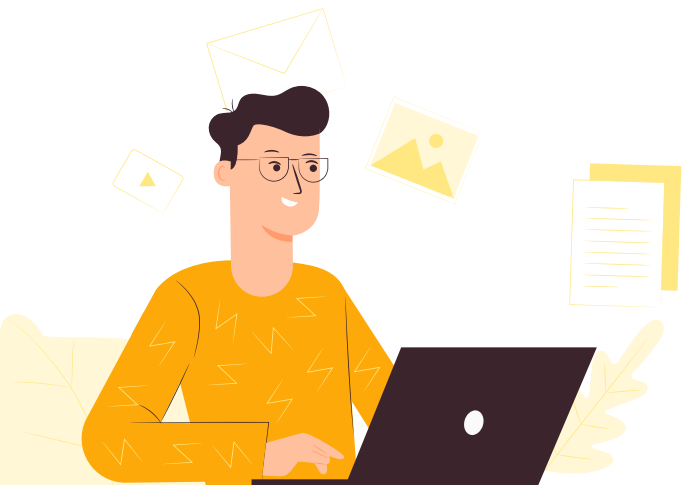
RESULTS AND INSIGHTS

The graph shows customer interactions on Umniah app after the launch of the gaming platform, which increased overall by 42% from base engagement.

Application Engagements after launching the Gamification



SNEAK PEEK



MOBILE APP

Home page

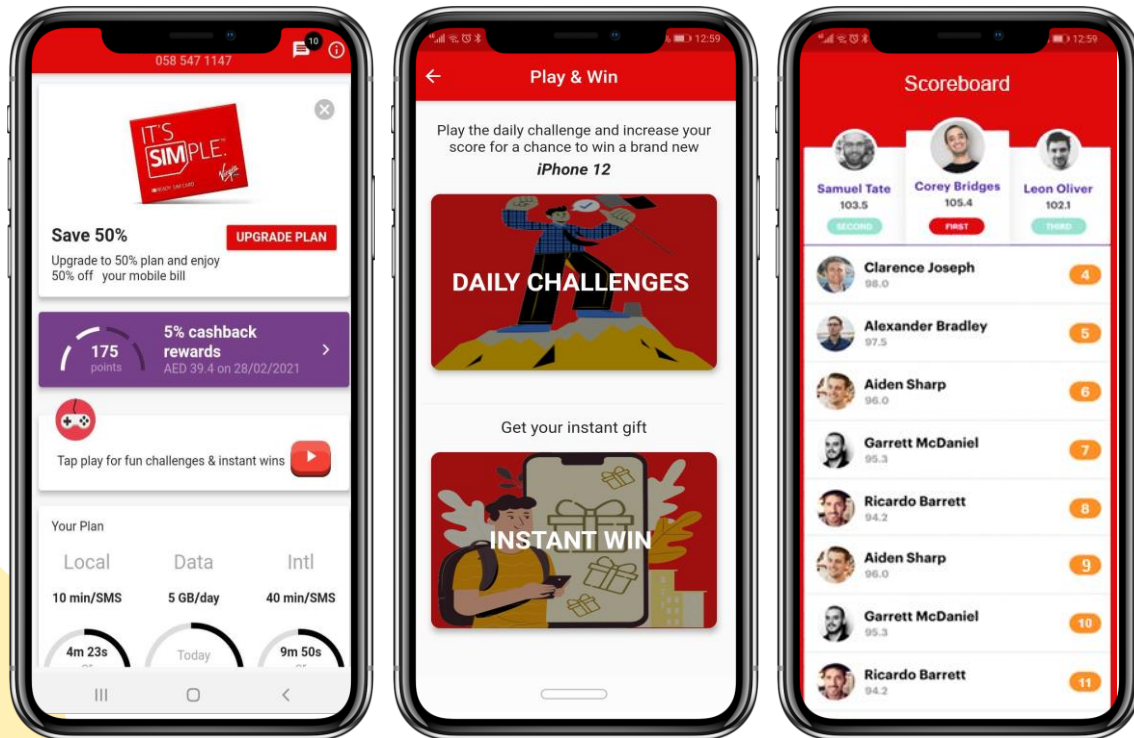
A special widget can be added to the home screen to smooth the user accessibility

Games type

- Daily Challenges
- Instant Win

Leaderboard

The main purpose of the leaderboard is to boost engagement, improve productivity, and motivate users to earn more points and get higher rankings by completing assigned tasks.



MOBILE APP

Daily challenges

The user profile and active tasks (puzzle, memory, Q&A, fill a survey, watch video, etc.) for this month will be displayed.

A customer profile will consist of

- Level
- Current accumulated points

If the player completes his daily mission, the mission will be marked as completed, and if he misses entering the app, it will be assigned as an expired mission.

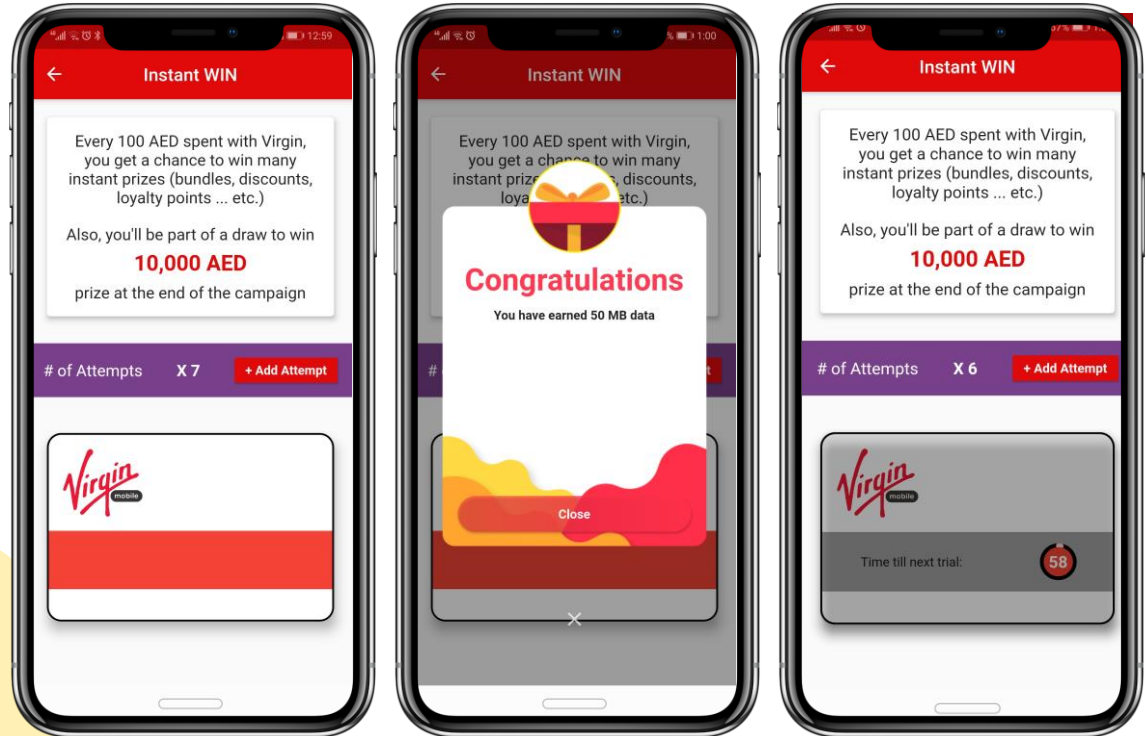


MOBILE APP

Instant win

Dare your customer to take a new challenge
Scratch the card! And find the hidden gift.

The customer only needs to charge or buy any service to collect attempts and try his luck to win an instant gift.

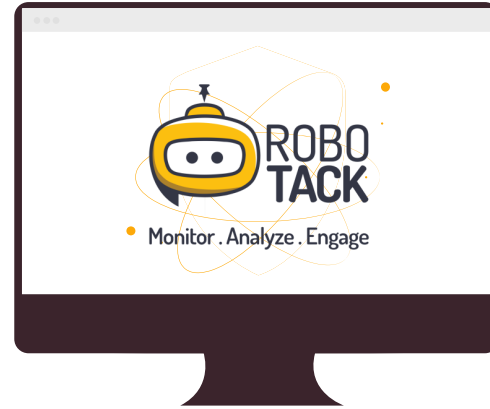


ROBOTACK COMPREHENSIVE PLATFORM



Robotack digital care control allows to have a full control and monitoring capabilities over all its modules using a single administration console.

To help you engage with your customers like never before with a very smooth and user friendly interface.



**We go far beyond only
provide a platform to
build a task challenges
only !**





You can build your prefable type of tasks (puzzle, memory, Q&A, fill a survey, watch video, etc.)



You can bring little excitement to your customers lives by creating a limited time tasks



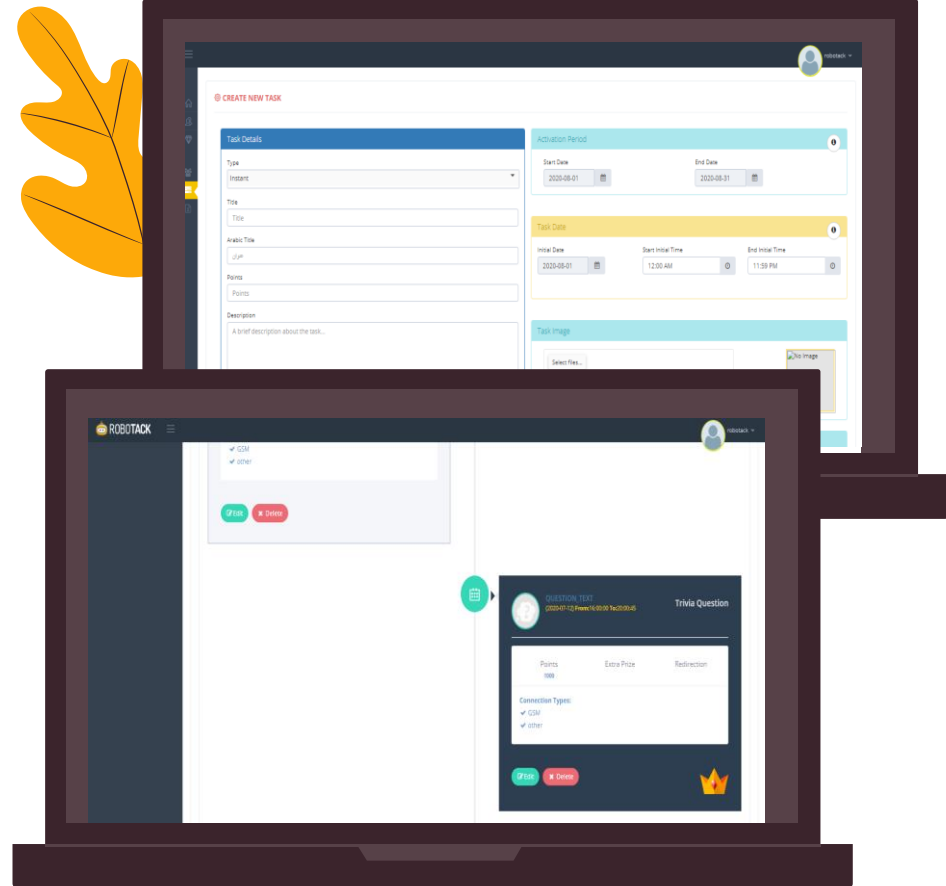
You can combine many tpes of rewards(points, extra live, discounts, emotional rewards, etc.)



Daily challenges can belong to time based campaigns with grand prize, each early quarter can have a different prize



You can have the special events that let users not only earn additional points, but also offer special rewards that are only available during those events.





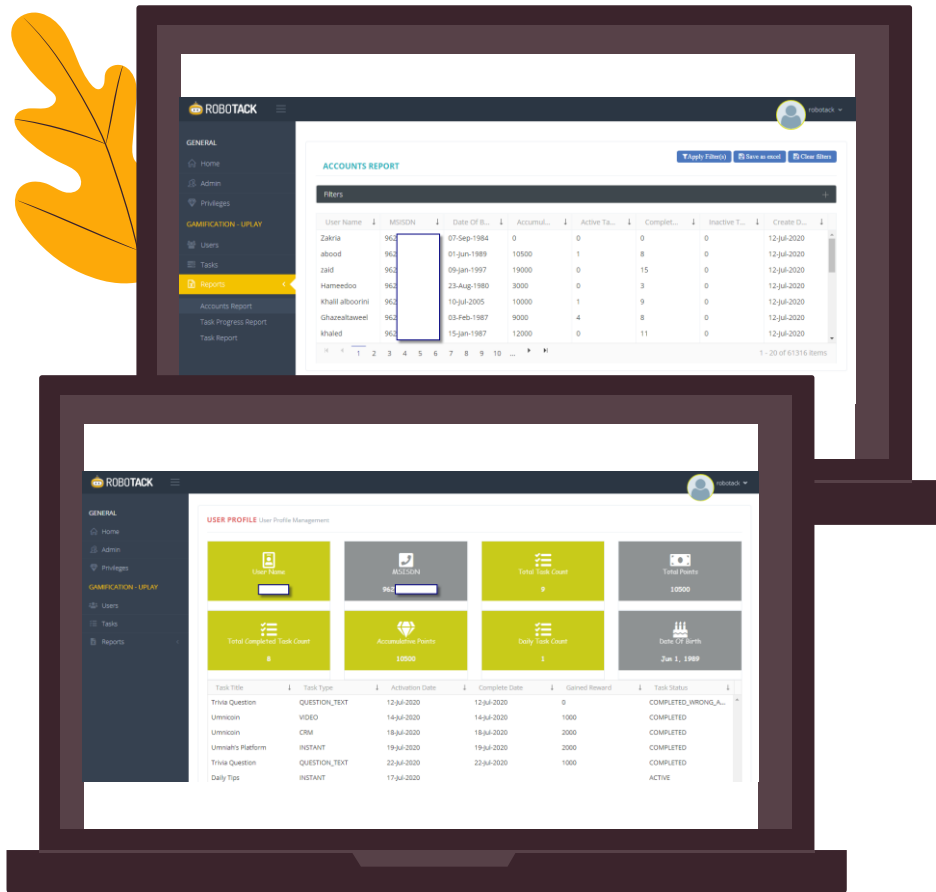
Customized reporting tool for the players, transactions and tasks etc.



Control gaming and loyalty program from a central portal to simplify the admin journey and increase the capability of supporting a wider range of features.



Check all registered user transactions history from in a unified portal that provides a 360-degree insights for the customer behavior, in order to customize your messaging more accurately



PROJECT STAGES

Gamification structure

Define tasks type, rewarding configurations and the general rules



Users Perform Tasks

Encourage customer to engage more with your App on daily basis

Leaderboards

Customer compete to gain more points among a certain period of time for the next higher rank.



Rewards

Reward the winners, i.e. top 10 participants will gain special gifts.

OUR CLIENTS



Umniah



**Capital Bank
/Jordan**



**Biolab
/Jordan**

THANKS

Feel free to contact us if you have any questions!



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