



CATCH IT

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Winner of the 2019 GamiCon|Training Magazine Award for  
**Outstanding Use of Surprise and Delight in Gamification Design**


## Tiffany and Co.

- Tiffany is an American luxury jewelry and specialty retailer, headquartered in New York City
- It sells jewelry, sterling silver, china, crystal, stationery, fragrances, and personal accessories
- Tiffany was founded in 1837 and is renowned for its luxury goods
- Tiffany markets itself as an arbiter of taste and style




## Catch It: Level 1

### HOW TO PLAY

Your objective: Capture the  when it is in the capture area.

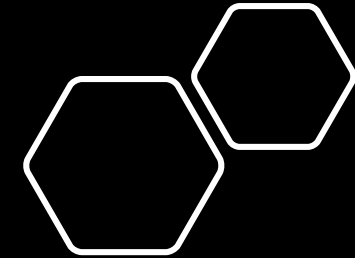
This is the capture zone.

Click each  in the capture zone if it meets the following criteria:

- 1) You saw the  enter the playing field.
- 2) The  picked up a .

You'll need to make 2 successful captures to win.

BEGIN



## THE PROBLEM

Tiffany & Co. needed to train security officers to follow an important process when they suspect someone of shoplifting.

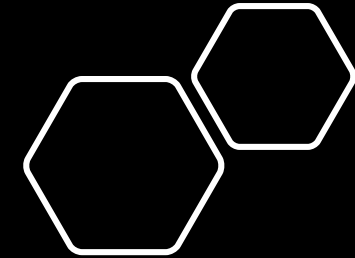
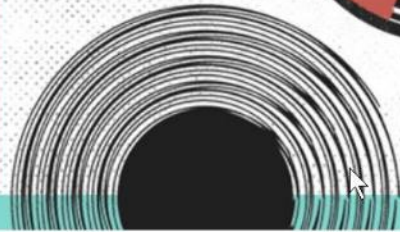
## Catch It: Level 1

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You must see the box  
enter the playing field.

Click here to try again.

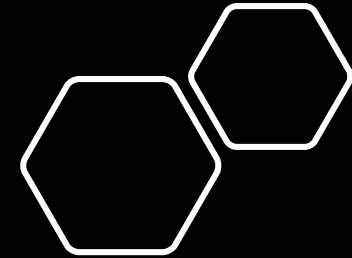
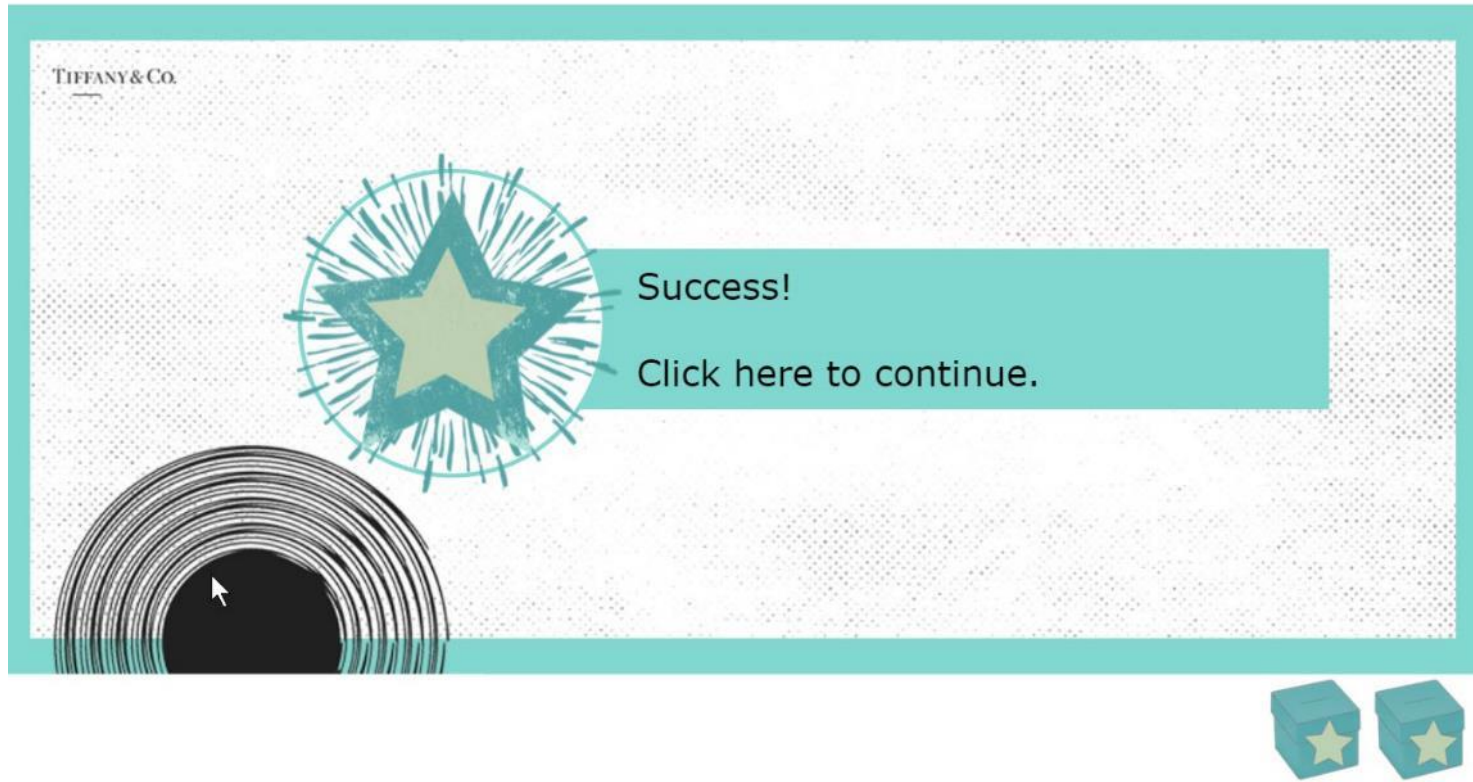


The target audience rarely actually encounters a situation that allows them to apprehend a shoplifter.

They must remember and apply Tiffany's Five Elements of Proof EXACTLY or risk a public relations catastrophe.

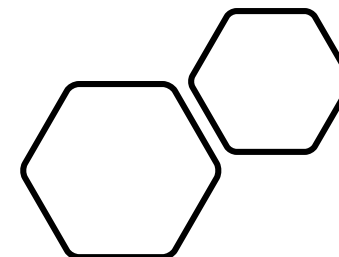
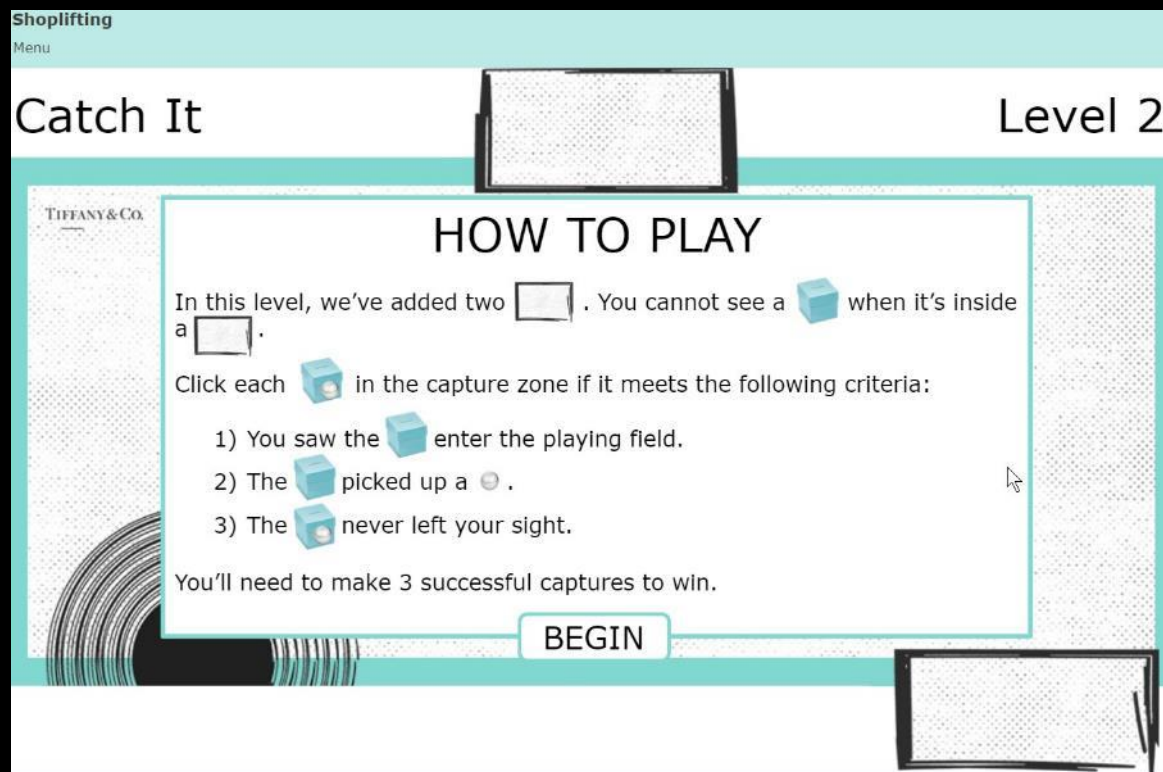


## Catch It: Level 1



Because of this, the designers needed to make the process:

- Memorable
- Allow for a lot of repetition
- And tie it into real-life examples



**Tiffany and Co.** went to Artisan eLearning to create something memorable and challenging for their learners... and the idea for *Catch It* was formed.



## Who Would You Detain?

Think about the video you just watched. Which customer(s) would you detain?



Woman 1 with silver frames

Woman 2 with sunglasses

Man with glasses on head<sup>7</sup>

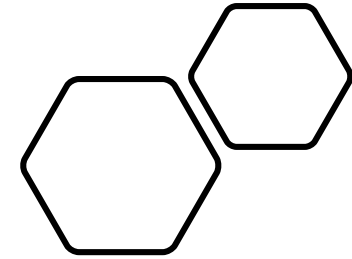


Our Goal

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## The Five Elements of Proof

- Entering
- Selection
- Concealment
- Surveillance
- Exiting



## A PR NIGHTMARE

- Tiffany is a luxury brand with clients who expect a high-level of service and respect.
- They were clear that a client-centered focus is imperative in **all** their training programs



## Who Would You Detain?

Think about the video you just watched. Which customer(s) would you detain?



Woman 2 with the sunglasses is a good apprehension; Woman 1 is not. While both display some suspicious behaviors, the first woman does not meet all the criteria for a good apprehension. Imagine if you had detained her, though. Select **Continue** to learn more about why she should not be detained and the implications of a bad apprehension.

**Continue**



Woman 1 with silver frames



Woman 2 with sunglasses



Man with glasses on head

## Entering: More Details

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Entering

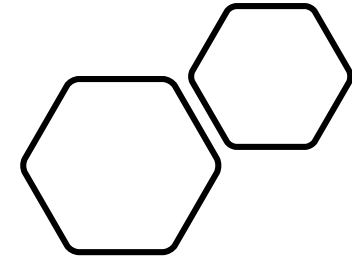
What is it?

Why is it important?

What happens if I don't do this?

The Entering element of proof consists of:

- Making eye contact and greeting every customer who enters your store.
- Acknowledging every customer who enters your floor if your store has multiple floors.
- Always looking alert and professional.
- Checking to see what merchandise or bags the customers have as they enter the area.



- Imagine the reaction their clients would have to a news story about a customer who had been wrongly accused of shoplifting.
- The design team's job was to teach the process of making a good capture



Select **Play** to watch the video. Then select the behavior you notice that satisfies the Entering element of proof. Select **Submit**.

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Follow this link to watch the *Catch It* Demo Video:

<https://elearning.egnyte.com/dl/UCdD7zs22U/>

☐ Security observed her as she entered the area.

☐ She put down the item first before putting it back into her purse.

☐ She exhibited suspicious behavior as she looked at merchandise.

### Check Your Understanding #1

Select **Play** to watch the video. Then select the behavior you notice that satisfies the Entering element of proof. Select **Submit**.

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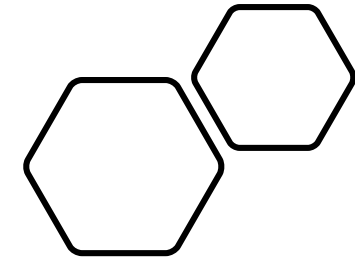
Fantastic job! According to the first element of proof, security must always see customers enter and observe what they bring into the area, store, or floor. You don't want to wrongfully stop a customer for exiting with merchandise they originally entered with.

Continue

erved her as she  
rea.

n the item first  
g it back into her

l suspicious  
he looked at



## DESIGN STRATEGY

- Tiffany knew their learners were used to multi-tasking during compliance training
- They wanted a course that their learners could not click through while checking email
- Nor to merely regurgitate the *Five Elements of Proof*

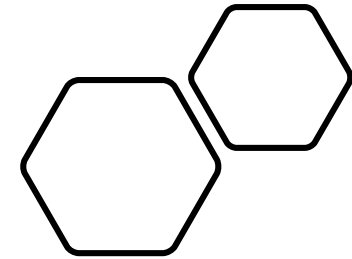
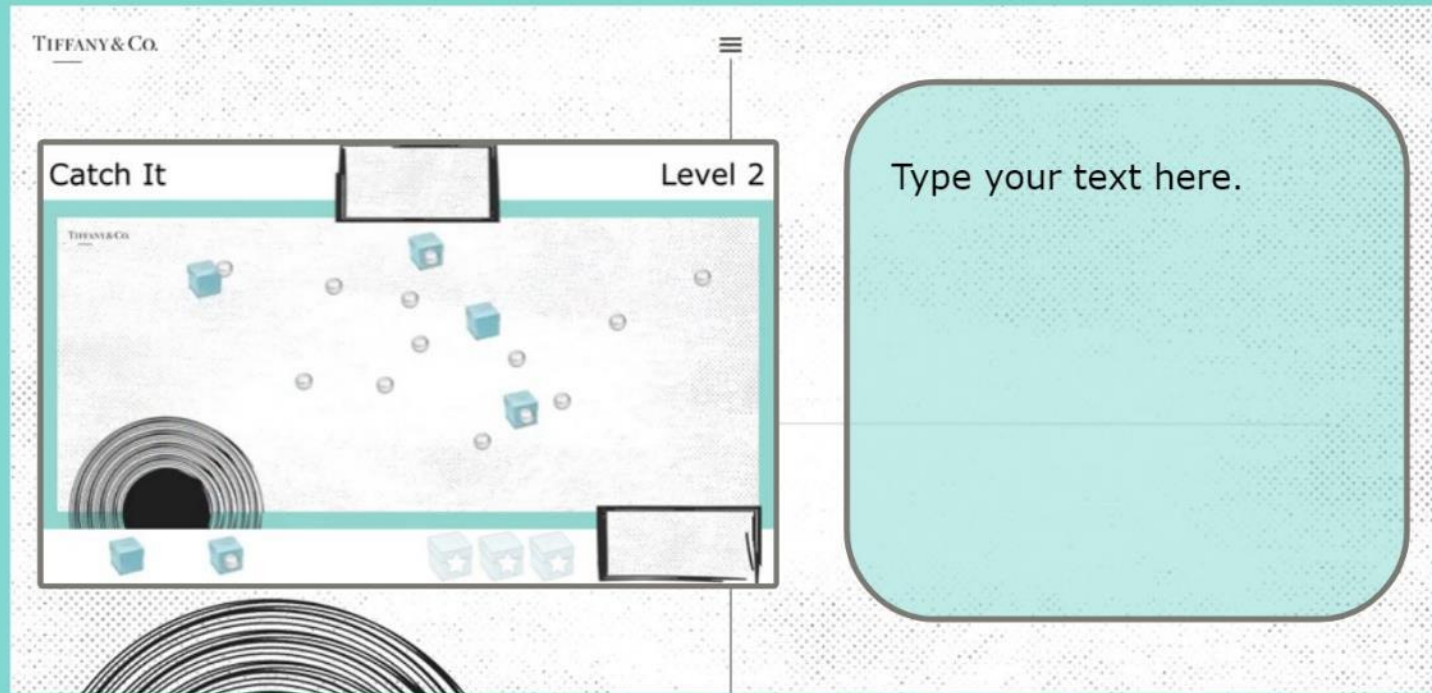


- After learners complete three levels of play in the *Catch It* game, they move immediately into an application activity watching various video scenarios filmed in a Tiffany store.
- If learners make the connection from the game to the videos, they will apply the same rules (though there were not told about the connection)
- The learners decide how they would handle their interaction with the clients in the video Scenarios
- Through feedback on their answers, an intentional connection to the rules of the *Catch It* game is made
- This is a unique way to teach a process, practice a skill, and develop the buy-in of the learner



#### Check Your Understanding #4

Why does the element of Surveillance matter? Type your answer, and then select **Submit**.



- Measuring success on this course was an interesting challenge
- Tiffany does not have a substantive shoplifting problem. There was no number the team was trying to improve upon
- Because it was mandatory compliance training, there was no engagement measurement



### Check Your Understanding #5

Read the question. Select the correct response, and then select **Submit**.

You see a customer enter. You watch him remove a pair of our sunglasses and put them on his head. You continue to watch him as he wanders throughout the store, and he is about to exit with the sunglasses still on his head.

Based on this scenario, what elements of proof are satisfied? Select all that apply.

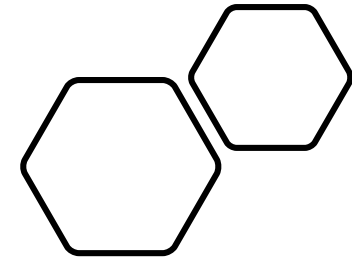
Entering

Selection

Concealment

Surveillance

Exiting



## THE RESULTS

- Surveys and one-on-one conversations were used to uncover the impact of the course
- The initial feedback was *“it is too hard.”*
- Digging deeper, the training team found that their suspicion of the multi-tasking learner was correct

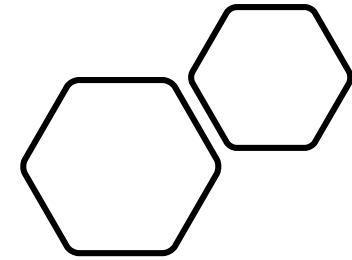


## Shoplifting

Menu | Transcript

### What Would You Do?

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- Learners were taking the course while on conference calls and similar activities
- With encouragement, they were able to get learners to focus on the course
- The course was then categorized as moderately hard, which is in line with what the client wanted



## Thank You

Amy Morrissey is the President of [Artisan E-Learning](#) and serves as Sales & Marketing Manager.

As President, she stays focused on maintaining the high standards their clients have grown to expect. She believes that *“staying close to our clients, our people, and our work is a smart way to do that.”*

One of her favorite things to do in the e-learning world is to jump in with a client to write a storyboard that is creative and application-based.

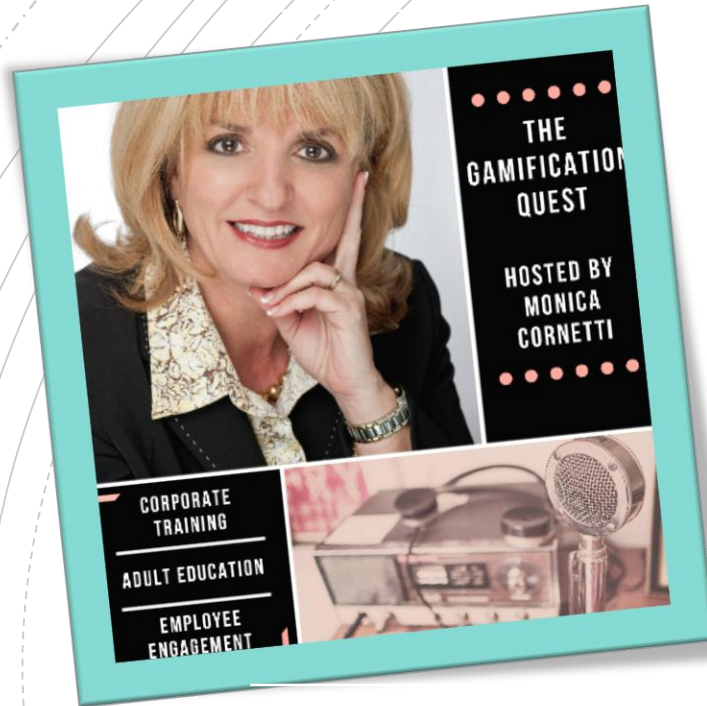
Before working with Artisan, Amy spent 17 years in corporate training and development predominantly teaching leadership development and coaching teams and executives.

She currently serves on the board of ATD Detroit.

Connect with Amy on LinkedIn: <https://www.linkedin.com/in/amymorrissey/>



Level Up your corporate learning and development programs, employee onboarding, training, or adult classroom with gamification – a cutting-edge strategy to motivate and engage employees, customers, and students.



Hosted by Monica Cornetti, CEO of Sententia Gamification and Gamemaster of GamiCon.

Monica's guests include L&D Professionals, Adult Educators, and Platform Providers who give you tips, tools, and techniques to add immediately to your training, talent development leadership, and employee engagement toolbox.

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