G2C LEARNING

Partnering scenario-based learning with games for more impactful learning

Deirdre Jensen

After completing her business degree in economics, Deirdre had the opportunity to introduce international qualifications (Cambridge International Examinations) to the South African tertiary education market. This experience allowed her to apply her business acumen with her love for education and people development. After completion of this project and meeting all targets, she joined a management consultancy to gain corporate experience. During this period, she also continued her post graduate studies in adult education. Her career in consulting spanned over 10 years, she participated and led several large-scale projects in change management, skills development and learning technology. This work experience allowed her to partner with leading clients in banking, information technology and finance.

In 2015 she established G2C Learning to bring gaming, play and experiential learning into the changing workforce. Since its inception G2C Learning has been a pioneer in learning across multiple and diverse teams in South Africa, African and the Middle East.

Her current focus is to continually learn, improve and innovate upon her current foundation. Thereby contribute towards equipping the South African and African workforce to adapt and thrive in a changing world of work.

G2C Learning

Founded in 2015, Game2Change Learning (G2C Learning) has since been witnessing first-hand the power of game-thinking and learning, G2C Learning focuses on delivering customized immersive learning. As a team of creative and innovative individuals, we believe learning should be an active, creative process with the user at the core of design.

We have partnered with some of South Africa's top corporate companies, designing learning in the areas of customer experience, induction, cyber security and virtual collaboration. We currently have recorded a total of over 43,000 learners having completed a G2C initiative and were part of the Learning Innovators award winners in 2019.

G2C Learning has extended its offering with digital scenario games and gamified learning experiences designed in Unity and Storyline. Our recent social investment project is to partner with educational providers to train on applying gamified learning for better learning and educational experiences.

Case Study: Customer Experience Game for Financial Service Provider

CONTEXT

The client of G2C Learning is a leading financial institution in South Africa, it provides personal, private, business, commercial and corporate banking services to millions of customers across South Africa. The focus area for this project was in the contact centre which employs over 5,000 contact team leaders and centre agents.

The role of the Contact Centre agent is that of problem-solving and giving advice, this requires connecting with each client and offering a personalized service. The South African banking environment is competitive, and a key differentiator is customer service.

Prior to this initiative, existing classroom training and click-through digital was giving minimal results and impact on the job productivity. The training experience didn't contribute towards enthusiasm towards an energized attitude required for delivering customer excellence and high touch engagement with customers.
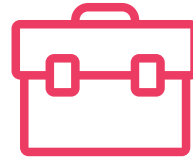
Case Study: Customer Experience Game for Financial Service Provider

CLIENT REQUIREMENT

Upskilling Contact Centre agents across products and services

Focus on practical application of knowledge, skill and behavioural choices to deliver high level customer experience

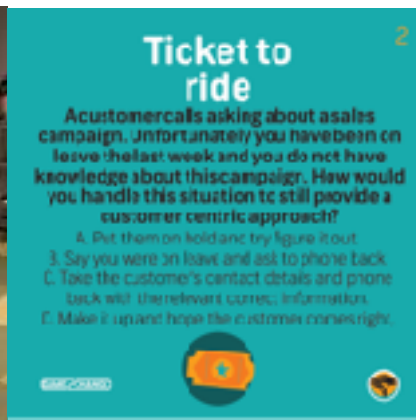Due to pressure of work, the learning needed to be fun, and generate enthusiasm
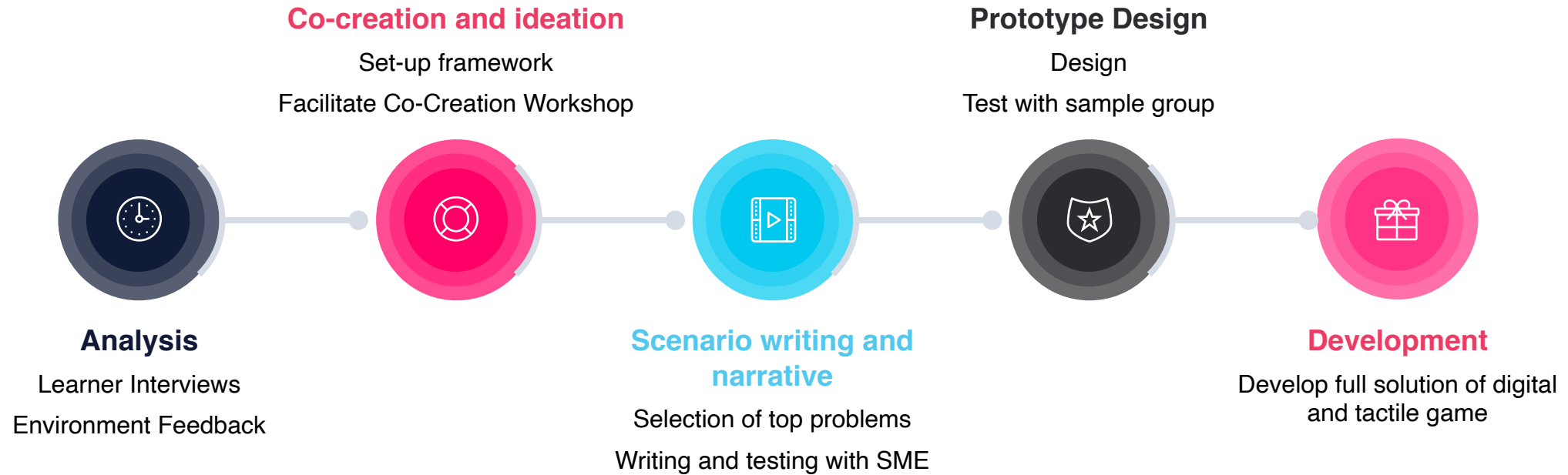
SOME CONSTRAINTS

- Limited time for training so required short high impact sessions.
- High volumes and turn-over requiring an approach which could be facilitated by internal team leaders (with limited facilitation skills).

The design approach

Co-creation and ideation

Set-up framework

Facilitate Co-Creation Workshop

Prototype Design

Design

Test with sample group

Analysis

Learner Interviews

Environment Feedback

Scenario writing and narrative

Selection of top problems

Writing and testing with SME

Development

Develop full solution of digital and tactile game

The solution

1. **Micro-Learning on Oracle Platform with gamified quiz**
2. **Customer Experience Game**
3. **Facilitator Debrief Session**

The solution was to apply learning and develop a problem-solving mindset. This is a brief description of each:

- Micro-Learning was four 15-minute sessions with gamifed quiz and activities to provide foundational learning

- The Game design included inter-team competition and movement on the "rollercoaster"

- Simulated scenarios and narratives based on real life data collected from stakeholders
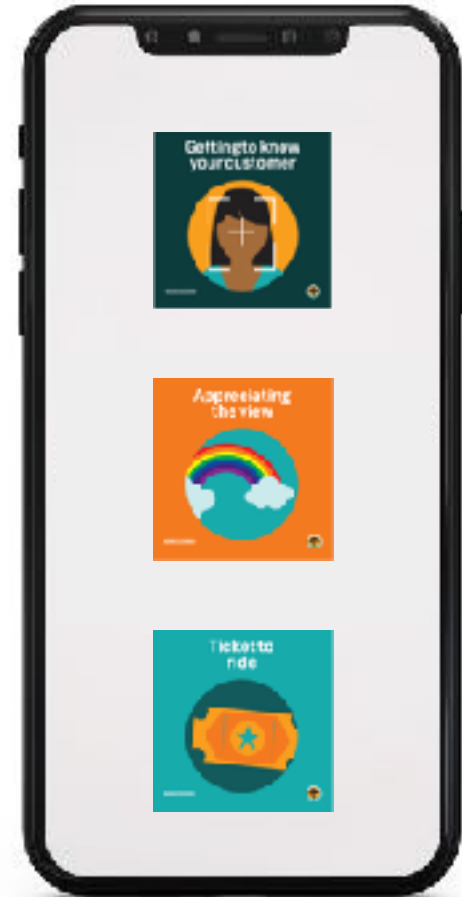
The results

There was a **17% increase** in score between the pre- and post-assessment for the test group, as well as a **5% increase** between the test and control group. The below graph shows the score frequency summary of the results:

KEY:
- Pre-assessment Test Group
- Post-assessment Test Group
- Post-assessment Control Group
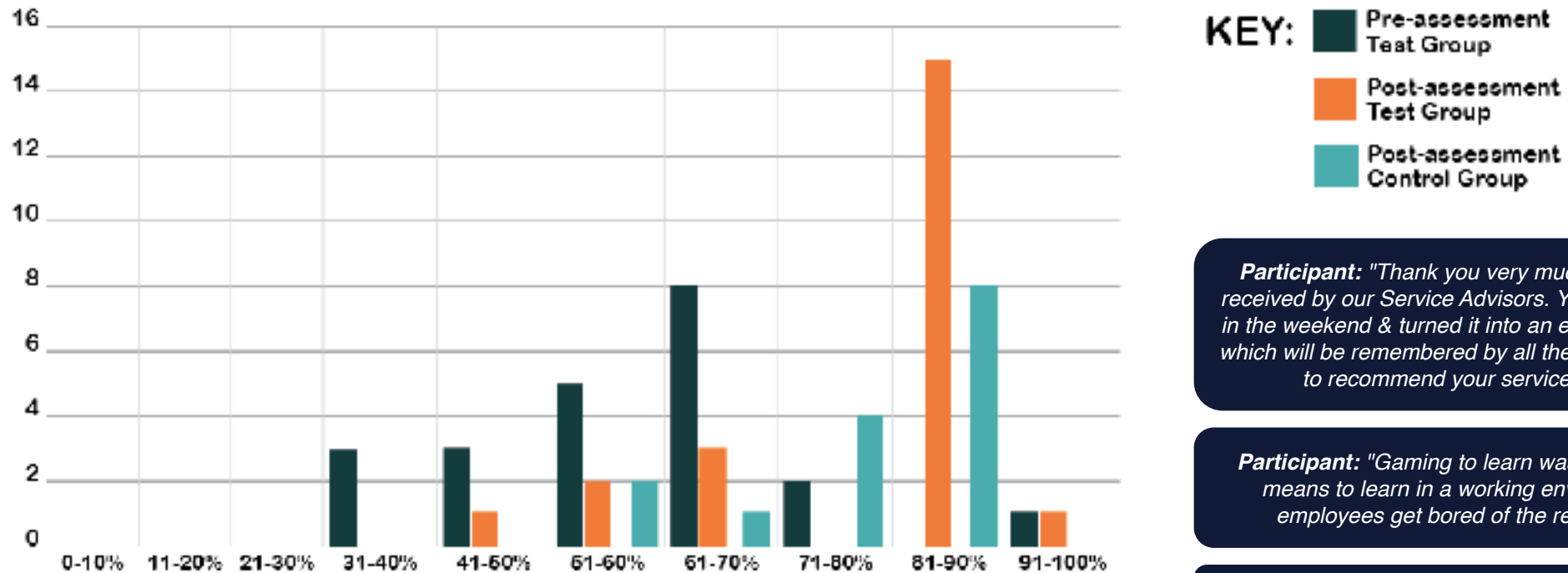
Participant: "Thank you very much for the training - It was well received by our Service Advisors. You guys took a very difficult slot in the weekend & turned it into an exciting & interactive experience which will be remembered by all the delegates. I would not hesitate to recommend your services to anyone that asks."

Participant: "Gaming to learn was a captivating and interesting means to learn in a working environment, considering how employees get bored of the regular classroom training."

Client: "It encourages participation, engagement and the desire to transform our behavior as individuals and teams."

The pre- and post-assessment each had 10 questions, answered anonymously.

The assessments were both based on the client specific content areas of the game.

Each assessment had variations of questions for each content area in order to have meaningful test results. By not having repeated questions participants could not memorise and questions and answers.

Key lessons

Begin with the end in mind, this will guide your flow of scenarios and what change outcome you want for the learner. Ensure your learning goals are clear, what should be the best outcome.

Don't make choices and scenarios obvious, rarely in the real world will this be the case. Tie in feedback loops with rewards or movement.
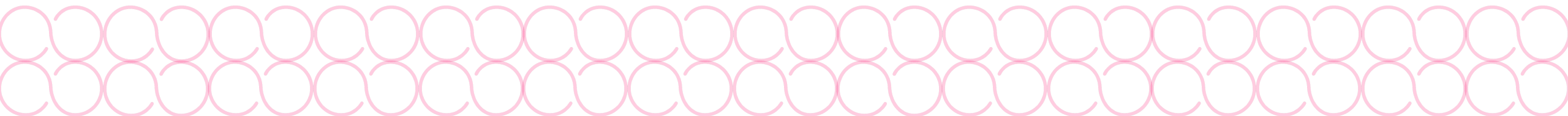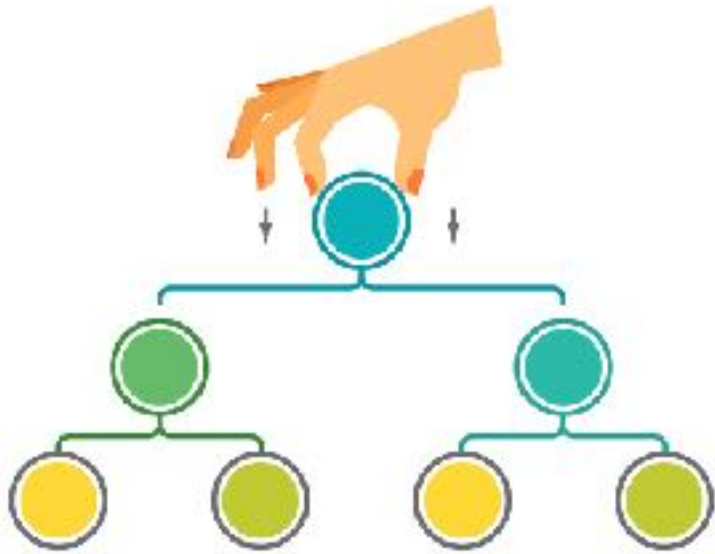
Combine your learning and scenarios' with your game design and elements. They will need to have symbolic relationship.

This approach will require more upfront planning and testing however will yield a high impact learning experience.

Taking it into the virtual world

G2C LEARNING

www.game2change.com

Level Up your corporate training, employee onboarding, or adult education with gamification – a proven strategy to motivate and engage employees, customers, and students.

Hosted by Monica Cornetti, President 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 for your training, talent development leadership, and employee engagement toolbox.

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