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Gamification Technology Solution Special

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20 Most Promising Gamification Technology Solution Providers - 2017

The modern society spends the majority of their time in mundane activities and the overall productivity is hampered as motivation decreases over time. As attention span decreases with passing years, executives are turning in their hour of need towards gamification. It has successfully increased employee engagement within an organization and improved the productivity and value of work. Consequently, a captivating gamification technology will help companies set a high bar for employee satisfaction.

Gamification as a whole is a rising market trend with a prediction of 5.5 billion dollars market value by 2018. Companies have increased the utilization of this technology to drive employees towards a competing scenario that would amplify action in the corporate ecosystem. Additionally, it provides a platform for the executives to analyze and

evaluate the performance of the employees enrolled in the gaming solution. Moreover, artificial intelligence is being integrated by gamification solution providers to enhance the user experience through augmented interface interaction.

Like any other arena, the gamification landscape is flooded with myriad solutions and thus zeroing in on the apt one remains an uphill task for a CIO. To tread on the right path, Logistics Tech Outlook has become the torch bearer in the gamification solution landscape. Our distinguished selection panel, comprising CEOs, CIOs, VCs, industry analysts and the editorial board of Logistics Tech Outlook narrowed the final 20 providers that exhibit competence in delivering gamification solutions.

We present to you CIOReview's "20 Most Promising Gamification Technology Solution Providers - 2017."

Focused Impressions

recognized by CIOReview magazine as

20 MOST PROMISING
Gamification
TECHNOLOGY SOLUTION PROVIDERS - 2017

An annual listing of 20 companies that are at the forefront of providing gamification technology solutions and impacting the marketplace

Company:

Focused Impressions

Description:

Helps corporate brands to improve their marketing through effective engagement of channel partners via gamification

Key Person:

Craig Stockmal
Founder & CEO

Website:

focusedimpressions.com

Focused Impressions Streamlined Channel Partner Engagement

Amazon, with its ability to bring all the product information and facilitate instant feedback on a wide range of products through a single window while handling logistics comprehensively, has emerged as the synonym for enhanced customer experience in a B2C landscape. This customer engagement model is however difficult to replicate in a typical B2B2C environment where wide gaps exist in engaging channel partners—a network of brokers, agents, sales reps, franchises and brick-and-mortars—who are critical in bringing a brand closer to consumers. While channel partners struggle to access the corporate brand marketing collateral, brands express concern about establishing brand consistency and compliance. A bellwether in the B2B2C marketing space, Focused Impressions excels in enabling brands to deliver Amazon-like experiences to channel partners where they can access brand marketing content—both digital and print—with ease, which facilitates long lasting partnerships.

Equipped with a cloud-based marketing automation platform, FocusPoint, Focused Impressions allows corporate brands to aggregate the marketing content and their channel partners. With the conduit for marketing content setup between the corporate brand and channel partners, brands can deliver

personalized, multi-channel marketing programs to the local markets. With a centralized control, brands can disseminate marketing content to their partners without harming brand identity and compliance while still being able to fine-tune their marketing strategy through the constant feedback from the channel partners. With FocusPoint, channel partners can quickly access interactive, social media, brand-approved advertising, video, promotional, and traditionally printed products and create integrated, personalized marketing programs based on the local needs.

Through gamification, FocusPoint allows brands to attract and engage more channel partners consistently and improve time to value. With badges and rewards offered through gamification, the channel partners can gain more marketing material—both digital and print. Available as a mobile app, the platform helps to zero in on the individual performance within the channel and reward them for their behavior that drives the sales. “Through the technology of our integrated platform, we can foster a healthy competitive environment where the success of one of the channel partners can drive increased engagement of others,” says Craig Stockmal, Founder and CEO of Focused Impressions.

Additionally, the channel partners can also leverage the FocusPoint platform to engage their consumers better. “Through several tactics available in the FocusPoint ecosystem, campaigns can be executed across a variety of media such as sharing tweets, posts, and videos and engaging in mobile as well as printed materials, the partners can attract more audience toward the brand,” informs Stockmal. “We pride ourselves in the highly configurable nature of our application which allows us to implement and onboard a customer quickly, without the need for custom

setup and development.” Furthermore, the company takes a consultative approach where it manages the logistical needs of its clients with regard to trade shows and events.

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With such well-rounded B2B2C marketing strategy, Focused Impressions assisted a large national insurance company who wanted to promote and measure agent engagement brand to be used increasingly by the agents who were value added resellers. The client leveraged the FocusPoint Mobile App to create points, rewards and badges based on how the independent agent progressed and utilized specific corporate branded marketing tactics which concomitantly increased the selling of targeted insurance products. The solution also created a competitive environment where agents were eager to outperform their peers, which further boosted performance and increased revenue.

For the future, Focused Impressions looks to explore mobile and analytics in the gamification space to drive innovation. The company strives to keep itself abreast of all of the upcoming technologies, enabling brands to take their products to the remote corners while streamlining collaboration with channel partners. **CR**



Craig Stockmal