

link

RETAIL



FOOD
WASTAGE



SPACE
MANAGEMENT



VIDEO
ANALYTICS



RETAIL
SOLUTIONS



ELECTRONIC STORE CASE

CASE LINK LEAGUE

Competition among employees drive sales.



LINK LEAGUE

CASE SUMMARY

Competition among employees drive sales
We will normally achieve a minimum 10% sales increase

Leveraging Gamification with Link League

Finding ways to keep employees motivated is something that can be challenging. The concept of gamification is built around using the natural driver of competition in order to *empower employees to work more effectively*. With **Link League**, creating and implementing this gamification into a retail business is easy and will generate results.

Link League is set up in a way that closely mirrors the structure found in the professional sports league. Each store in the league is its own team. The employees are working at that store act as the players on that “team.” Their actions accrue points, which are mainly scored via sales. The more sales that a store and employees at said store generate, the more points they will score within the game.

WHAT MOTIVATES EMPLOYEES?

KNOWLEDGE

RECOGNITION
& ATTENTION

TRANSPARENCY &
INVOLVEMENT

TRAINING &
EDUCATION



WILL

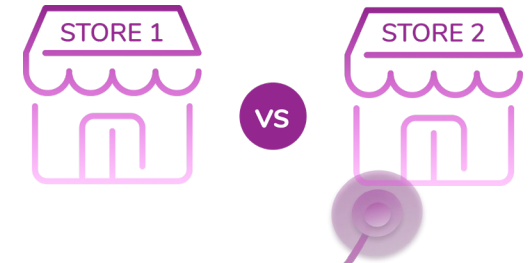
COMPETITION

EXAMPLE GAME STRUCTURE – GROUP PLAY

| GROUP A | GROUP B | GROUP C | GROUP D |
|---------|---------|----------|----------|
| STORE 1 | STORE 5 | STORE 9 | STORE 13 |
| STORE 2 | STORE 6 | STORE 10 | STORE 14 |
| STORE 3 | STORE 7 | STORE 11 | STORE 15 |
| STORE 4 | STORE 8 | STORE 12 | STORE 16 |

| GROUP E | GROUP F | GROUP G | GROUP H |
|----------|----------|----------|----------|
| STORE 17 | STORE 21 | STORE 25 | STORE 29 |
| STORE 18 | STORE 22 | STORE 26 | STORE 30 |
| STORE 19 | STORE 23 | STORE 27 | STORE 31 |
| STORE 20 | STORE 24 | STORE 28 | STORE 32 |

The game between two shops is on! - and store 2A is in the lead!



You play one time against every team in your group.
--The match lasts for a week.



Leaderboard

After seven matches store 21F is leading the game.

- Little motivated FLE and falling e-sat
- FLE with insufficient insight into the results achieved
- High turn-over on FLE
- Inadequate campaign implementation

GROCERY X

LEAGUE



GROCERY X

Part of GROCERY X, a large retailer with more than 50,000 employees and a turnover of more than 20 billion EUR
Over 200 stores

CHALLENGE

Is it possible to challenge a company and their employees through play and competition in such a way that employees are motivated to increase their effort, thereby contributing positively to the company's profitability?

WHAT WE DID?

Introduced a **GAMIFIED APP** to increase competition between stores (M-League)



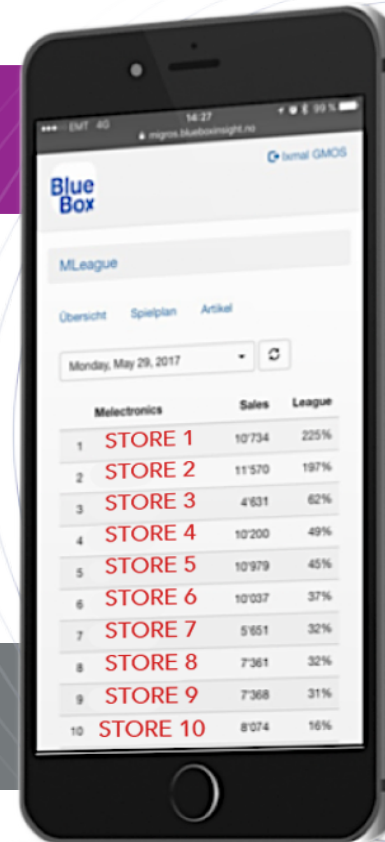
The staff was given the opportunity to upload photos to learn from each other



OBJECTIVES

Increase employee motivation through competition

Establish Best-Practice. See how others do it



Game app



Photo dock

WHAT WE DID?

PRE-SELECTED products in 3 categories – campaign, best seller and high margin



OBJECTIVES

Change employee **FOCUS** from sales to profit

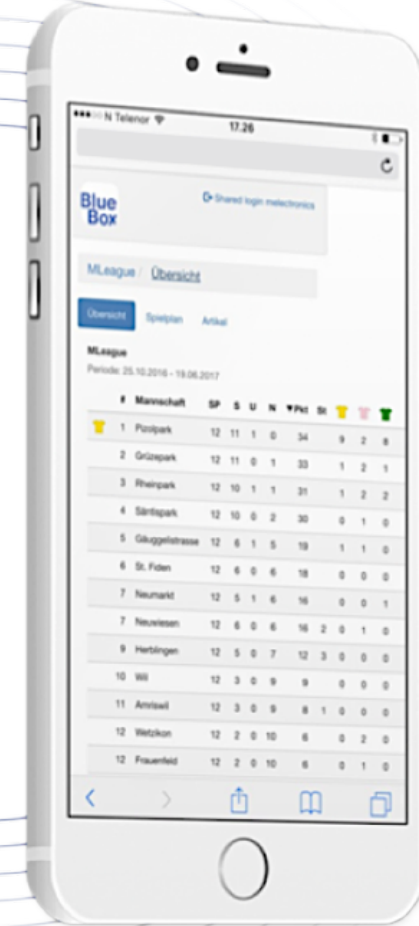
CHART with overview of results - number of matches, victories, losses, draws and any penalty points



Full overview means that employees take responsibility for the results

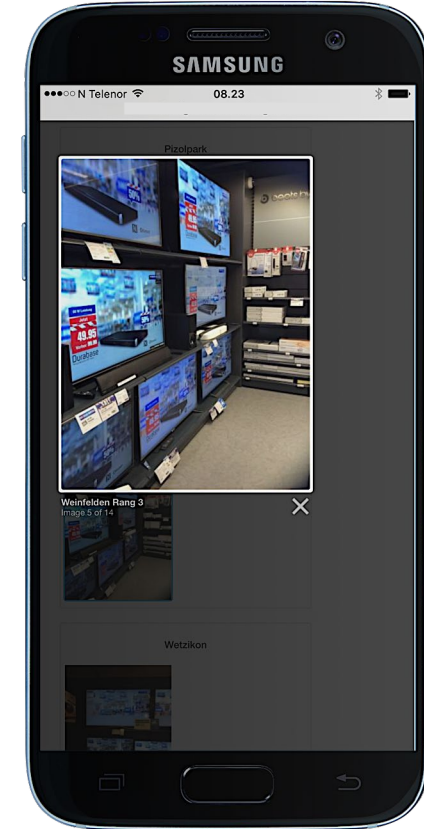
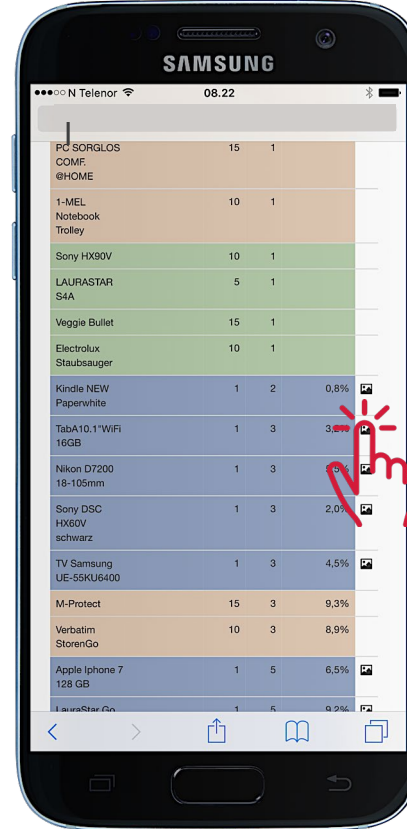
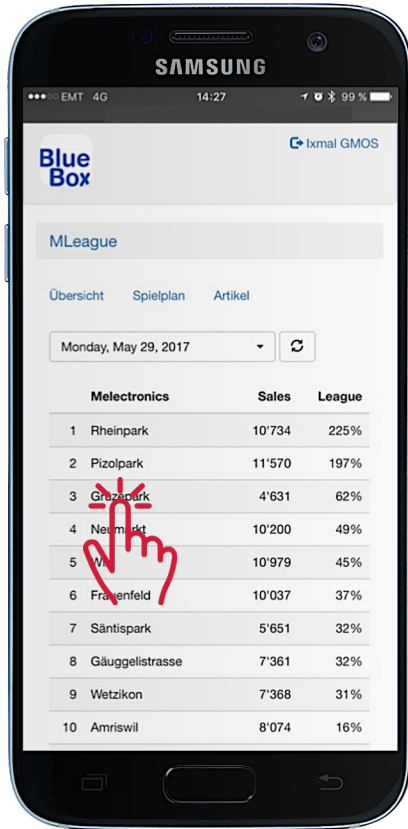


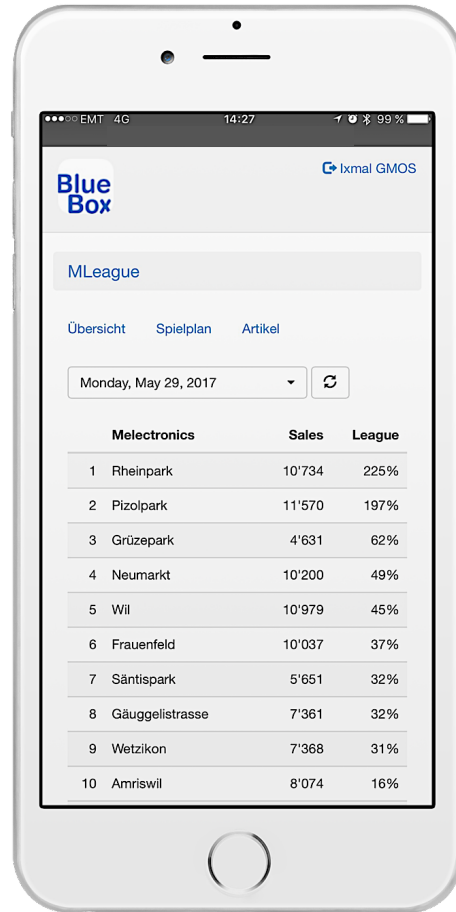
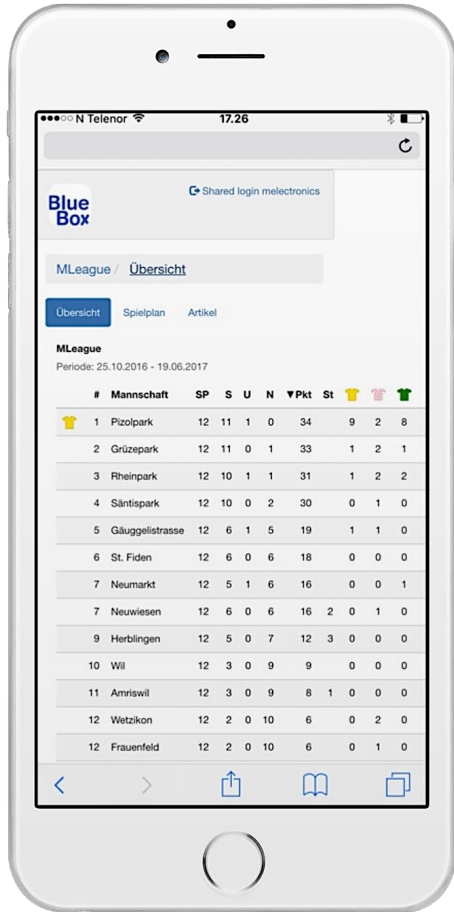
Products



Chart

FULL INSIGHT OVER YOUR OWN - AND OTHER PEOPLE'S DEVELOPMENT





SHOP 1

GROCERY X
LEAGUE



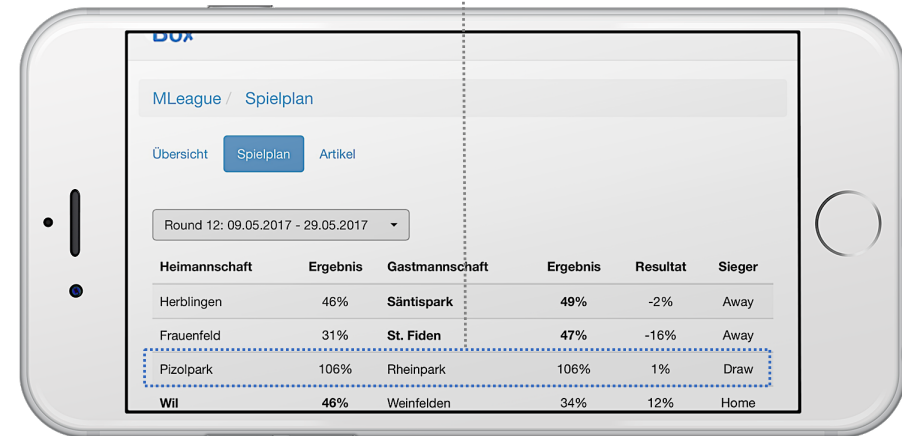
SHOP 2

GROCERY X
LEAGUE



VS.

| | | | | | |
|-----------|------|-----------|------|----|------|
| Pizolpark | 106% | Rheinpark | 106% | 1% | Draw |
|-----------|------|-----------|------|----|------|






HUGE SALES INCREASE FOR MARGIN PRODUCTS

Points are given based on weighting of the different products

Weighting based on profitability

The employees sell significantly more & focus on the products that are weighted the highest

| | Type of product | Weighting | Sale development |
|---|-----------------------------------|-----------|------------------|
|  | Campaign products with low margin | 1 | 0% – 10% |
|  | Best sellers with a good margin | 5 | +30% |
|  | Products with high margin | 10 | +50% |

Sales increase for ALL products / services included in the BlueBox League - significant for high-weight products!



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