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Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification (Business Books)

Rajat Paharia

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"Reveals the new science of relationship-building through big data and gamification."

—TIM BROWN, CEO, IDEO

How to Revolutionize Customer
and Employee Engagement with
BIG DATA and **GAMIFICATION**

LOYALTY

3.0



RAJAT PAHARIA

Founder and Chief Product Officer, Bunchball Inc.

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Rajat Paharia : Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification (Business Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification (Business Books):

6 of 6 people found the following review helpful. A new way of thinking about loyalty By Chester and Trudy I had a chance to read an advanced copy, and I was taken by the link the author draws between video games and behavioral

science, and how companies can use that link to motivate people to participate in something as mundane as an employee portal. Big data plays a huge role here, too, and with news coverage of the NSA making everyone, everywhere familiar with the concept, the timing seems perfect to talk about using big data for purposes other than ferreting out bad guys. Some facts are true eye-openers. The pace of digital data growth is jaw-dropping, and its implications for businesses leave you wondering if and how companies are applying these techniques to you. It's an easy read, and the science on which its concepts are based is put into a useful context that later folds nicely into the case studies you'd expect from a business book. Gamification makes its appearance after the foundational concepts are described, but Paharia, who is a gamification guru, does an admirable job of dialing down the role his seminal company played in the evolution of that industry. Good thing, too. Only Apple can get away with talking about itself incessantly. Paharia knows this and wisely lets the concepts and the case study subjects tell the story for him. The final chapters offer tips for implementing Paharia's concepts. It seems clear that many of these are the result of his experience in gamification, and to his credit, he doesn't settle for weak platitudes or generic "envision, plan, execute, measure" bromides. Paharia views crafting a Loyalty 3.0 campaign as "a design problem" because participants will find themselves inside an experience, almost as if they're inside a story. These are the kind of viewpoints, in addition to practical do's and don'ts, that I was hoping for here. "Loyalty 3.0" reminds me a bit of Paco Underhill's terrific "Why We Buy," which also showed how behavioral science can be used to help companies understand and anticipate what people want -- and then create environments that encourage the results those companies want. In a way, that's what this book is about.

5 of 5 people found the following review helpful. Now I Get It! By Sully63 There has been much discussion about the concept of Gamification over the past few years. I have seen it described in so many different ways that I was not entirely sure what it is and more importantly how it can be used to drive user behavior. It is also important for me to understand where Gamification fits in the loyalty space. Rajat has taken the time to write a very easy to digest summary of the progression from Loyalty 1.0 to where he sees this market heading and has termed it Loyalty 3.0. He then defines Loyalty 3.0 as the intersection of motivation, big data and Gamification. Not content to leave the discussion at a high level, Rajat walks through a large number of case studies that will resonate with you whether you are trying to motivate consumers, employees and/or partners. I would highly recommend this book to anyone interested in learning more about the progression of the Gamification market from someone who started it. The case studies are invaluable for those seeking to solve the common business challenge of driving user engagement internally and externally for your organization.

6 of 6 people found the following review helpful. A Must On Your Summer Reading List! By Caroline Japic Loyalty 3.0 is a great read. As a long-time marketer, I know first hand just how hard it is to make customers and employees more active and loyal. Loyalty 3.0 explains in real-world terms how to gain the attention of your target audience and, more importantly, how to KEEP it. Through the use of game mechanics, Paharia shows how to create new habits and high-value activity. He explains how marketers can play a key role in driving customer and employee incentive and loyalty. The case studies for Ford of Canada, Adobe and SAP really brings Paharia's concepts to life, and then provides plenty of analysis and backup to illustrate which gamification techniques will work in specific situations - and which won't. The book should be on your summer reading list for sure!

Learn the secret to using big data and gamification to motivate, engage, and engender true loyalty among your customers, employees, and partners As our lives move online and nearly everything we do is being mediated by technology, all of our activity is generating reams of data ndash; we are all ldquo;walking data generators.rdquo; Loyalty 3.0 reveals how to combine this ldquo;big datardquo; with the latest understanding of human motivation to power gamification - the data-driven motivational techniques used by game designers to stimulate engagement, participation, and activity. With this potent combination, businesses now have a powerful engine for creating true loyalty among their customers, employees, and partners, and for generating a sustainable competitive advantage in their markets. Loyalty 3.0 is a book that will redefine how you think about loyalty, and will open your eyes to the power of data to engage and motivate anyone, anywhere. Rajat Paharia created the gamification industry in 2007 as the founder and Chief Product Officer at Bunchball, which has been recognized as an industry leader and innovator by Fast Company, TechCrunch, MSNBC, Forbes, and many others. Prior to Bunchball, Rajat worked at the intersection of technology, design, and user experience at world-renowned design firm IDEO.

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