

# IMPLEMENT GAMIFICATION WITH **DIGITAL CREDENTIALS**



## FOREWORD

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Thank you for downloading the Implement Gamification with Digital Credentials Guide. In this guide explore how organizations can utilize digital credentials as part of gamification to motivate course completion rates and engage their workforce.

*Who we are: Accredible is an industry-leading digital credentialing platform. Founded in 2013, Accredible believes that everyone should be able to prove their credibility with ease regardless of who you are, where you live, or how you gained your knowledge.*

*Our experience serving millions of credentials globally has enabled us to understand and meet the needs of organizations undergoing digital transformation. As one of the longest-serving digital credentialing platforms, our insight into the space is unique and unrivaled. We provide actionable guidance at every step from research and evaluation, through to launch, growth, and development. Our knowledge informs the best practices for organizations to start, scale, and succeed in digital credentialing.*

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### Who is this guide for?

This guide is for organizations offering professional certification that are looking to increase program completion rates and employers looking to engage their staff. Professional development is growing in demand but without engaging materials, learners can lose motivation and drop the program before completion. This guide will inform stakeholders and decision-makers of the benefits of gamification using digital credentials and how simple changes improve learning paths, engage staff, and encourage completion.

### How to use this guide

Use this guide to:

- Identify the benefits of gamification for issuers and learners
- Research functional applications for gamification
- Learn how to implement gamification for certification and training
- Motivate learners and candidates with gamified programs

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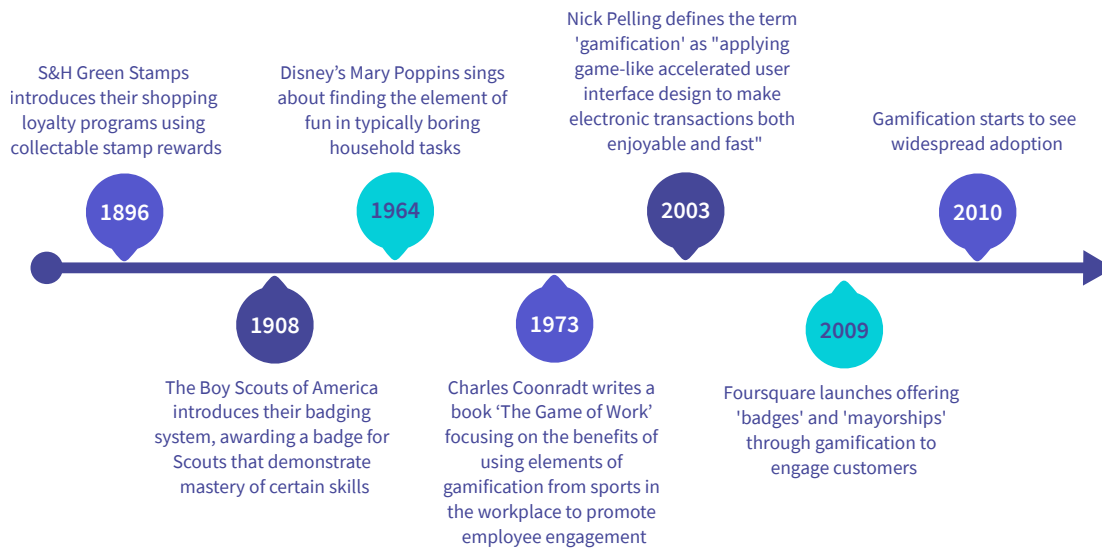
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## WHAT IS GAMIFICATION?

Gamification is the integration of game-like mechanics into a program such as certification, training, or onboarding to improve engagement from users and motivate completion. Game-like elements can include mechanics such as point-scoring, awards, and competition. Gamification isn't restricted to digital use but is commonly seen in everyday life such as loyalty points cards used to reward frequent visits to local stores and coffee shops.

Although a relatively new term - officially defined in 2003 - elements of gamification were first recorded in 1896 when S&H Green Stamps introduced their shopping loyalty programs using collectable stamp rewards. Gamification would go on to be implemented by the Boy Scouts of America in 1908, sung about in Disney's Mary Poppins in 1964, and written about in a book called 'The Game of Work' by Charles Coonradt in 1973. After its definition in 2003, gamification would see mass adoption across popular digital platforms such as Foursquare and Facebook.

### Gamification-Use Timeline



In 2021, the worldwide gamification industry was valued at \$11.94 billion, an increase of \$7.03 billion since 2019. Experts anticipate the market to rise to around \$20 billion over the next few years as more organizations integrate gamification into their workforce. Currently, an estimated 70% of the world's 2000 largest companies use game-based learning to improve employee engagement, productivity, and profitability.

Users are engaged in gamification through instant rewards that help to motivate participation and promote continued learning. Issuers that utilize gamification benefit from increased data that enables them to measure and evaluate the success of a target goal or outcome. Both parties benefit from the integration of gamification but it's important not to lose focus or create overly complicated programs that are hard to navigate.

## GAMIFICATION BENEFITS FOR LEARNERS

Gamification targets positive emotional incentives by increasing our brain's dopamine supply. Dopamine - also referred to as the 'happy hormone' - is a primary driver of the brain's reward system and increases when we experience something that brings us joy. For gamification, this is the instant gratification we receive when being awarded with points, badges, or other rewards for completing tasks. The benefits of gamification can be applied to personal and professional development by promoting active learning, improving knowledge retention, increasing engagement, and providing instant feedback.

### Active Learning

Active learning focuses on engaging candidates in the learning process. When compared to traditional learning methods like lectures, interactive courses built around active learning strategies were twice as effective. Game-based activities require more engagement than reading or following along with a presentation which helps to promote interaction and motivation. Participation in gamified active learning helps to equip learners with practical skills that apply to real-world applications.

Challenge-based gamification led to a **34.75%** increase in student performance\*

Students that received challenge-based gamification raised their performance by **89.45%** compared to students that only received lectures\*

\*ScienceDirect 2020

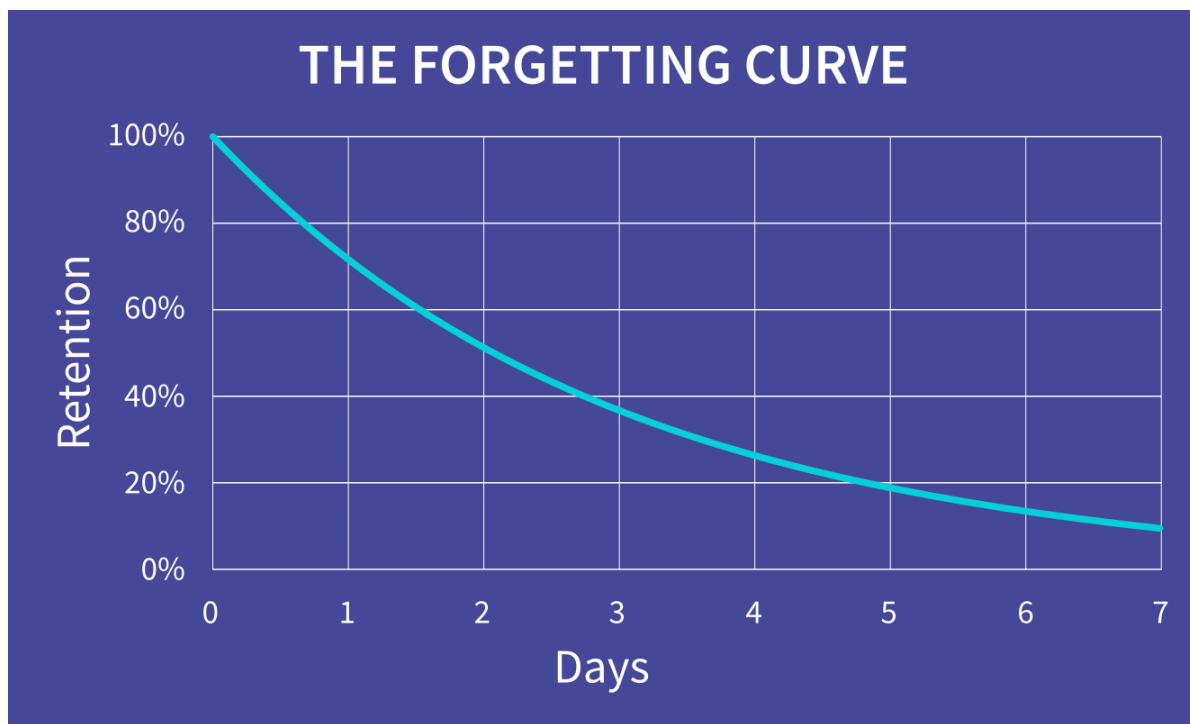
Digital credentials support active learning by increasing motivation towards achievement. When learners know that the outcome is a valuable, verifiable reward of a digital badge, they are more likely to remain engaged. The digital badge award provides a gratifying dopamine boost and the simple process of sharing their reward helps to create competition between peers. The use of real-time incentives alongside friendly competition boosts active participation and motivates continued learning.

In comparison to traditional credentials such as certificates, digital badges and digital certificates provide more space to detail what the candidate gained in their learning. This includes information about the practical experience or applied knowledge that the candidate can demonstrate. The space for detailed metadata and skill tags ensures that important contextual information is communicated to third-parties that are assessing the recipient for employability or promotion.

## GAMIFICATION BENEFITS FOR LEARNERS

### Knowledge Retention

Integration of game-like elements provides a ‘fun factor’ to learning and is proven to have a positive impact on knowledge retention. On average, humans forget 50% of new information within an hour of learning, which increases to around 70% after 24 hours. An official study in the National Library of Medicine revealed that the incorporation of gamification increases employee skill retention by at least 40%. But it’s not just the materials or how they are presented that can impact knowledge retention - it’s the experience itself. 67% of learners report that gamification is more engaging, which contributes to higher success rates and improves the level of retention.



Source: VirtualSpeech.com

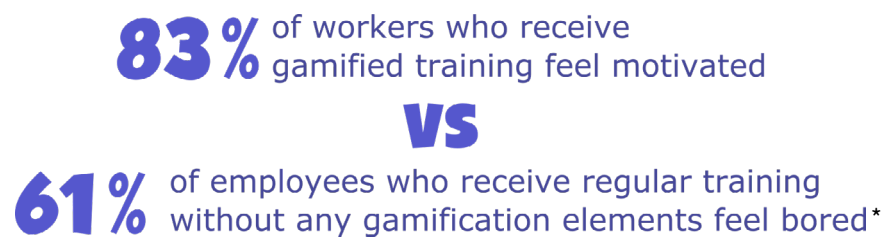
Digital credentials support knowledge retention by motivating issuers to break courses down into manageable bite-size modules that increase in complexity. The learner is awarded a digital badge for each completed module before receiving a final digital badge or digital certificate for the program. Not only does this encourage the learner to progress at their own pace but as they work through the modules, they participate in spaced learning. Spaced learning and repetition have been scientifically proven to enhance long-term memorization and promote knowledge retention.

## GAMIFICATION BENEFITS FOR LEARNERS

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### Increased Engagement

There is no denying that engagement in the workplace is suffering. 2020 was largely dominated by the pandemic, while 2021 saw millions of people leave their jobs in a movement referred to as ‘The Great Resignation’. It’s more important than ever that workplaces engage their employees in order to achieve success. Organizations that are placing focus on employee satisfaction and engagement are reported to be 22% more profitable, 21% more productive, and achieve 10% higher customer satisfaction rates. Fortunately, gamification isn’t restricted to personal or professional development and can be applied to the workforce as well.



\*Zippia 2021

Digital credentials provide organizations the opportunity to reward their employees that successfully complete workplace training, contribute to workplace success, and get involved with events. Their digital badges can be collected as part of a personal achievement portfolio that is presented during employment reviews and promotion considerations. The ability to set digital credentials to expire after a set period of time makes it easier to track when training needs to be refreshed. Organizations benefit from increased employee engagement while their staff get verifiable credentials that can be added to their resume or LinkedIn profile.

### Instant Feedback

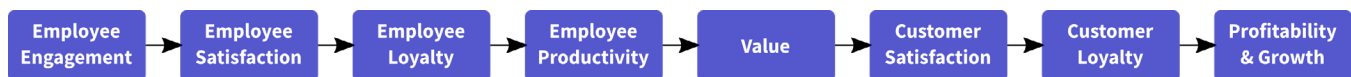
Communication and feedback is an important and necessary part of professional development. Regular feedback contributes to lower turnover rates in the workplace by making employees feel appreciated. Without feedback, staff don’t know where to make improvements and feel like their efforts go unnoticed. Gamification provides the opportunity for instant feedback and communication while being reliable and consistent. This allows learners to self-assess their progress and better understand their goals and targets.

Digital credentials are delivered instantly once a candidate meets the target criteria, whether this is completing a module or achieving a passing mark for an exam. The digital credential can then be shared to social media platforms, embedded in email signatures, and added to digital wallet cards for use on-the-go. If the candidate fails to meet the given criteria, the increased visibility of digital credentials from their peers acts as motivation to return and try again.

## GAMIFICATION BENEFITS FOR ISSUERS

Engagement is core to success. If learners aren't engaged, they aren't completing programs, they don't benefit from their new skills or experience, and won't recommend the program to peers, friends, and family. For workforces, if their employees aren't engaged, this can directly impact profitability - as theorized in the Service Profit Chain business model evolved by researchers from Harvard University.

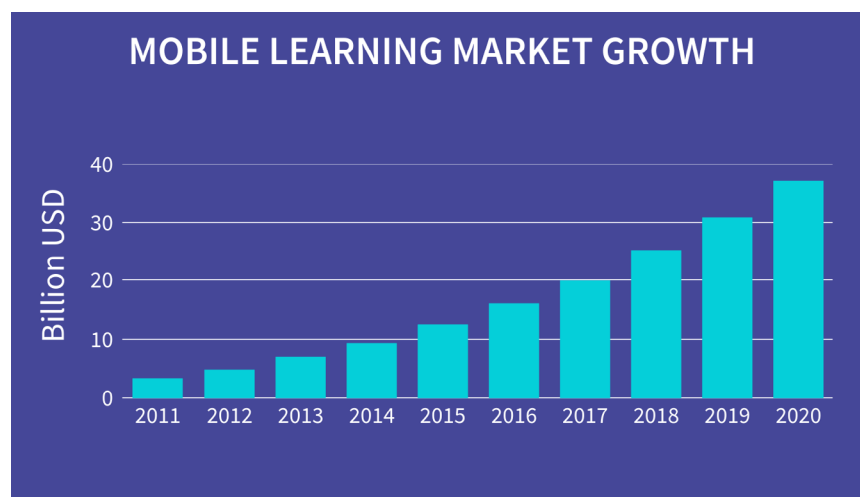
### Service Profit Chain Summarized



Gamification directly impacts engagement and greatly influences the success of the issuer, whether that gamification is introduced to professional certification or integrated into the workplace. Aside from improving engagement, organizations that utilize gamification can take advantage of control over customization and delivery, increased productivity, improved learner retention, and insights and data tracking.

### Customization and Delivery

The way gamification is delivered can be customized based on the needs of the organization and its candidates. Integrated gamification can be as simple as a leaderboard keeping track of points, scores, or badges, or as comprehensive as a custom-build game. Gamified technology can often be branded or white-labelled to ensure a consistent experience for users and tailored to target demographics. Multiple devices can be accommodated from desktop to smartphones depending on the preference of candidates. Certain technologies also make it easy to make edits and updates at scale to ensure content is kept up-to-date or refreshed for returning users.



Source: Transforming Learning Through mEducation, McKinsey



## GAMIFICATION BENEFITS FOR ISSUERS

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Digital credentials served from the Accredible platform support branding and white-labelling to provide a consistent recipient experience. Choose to customize the credential delivery email or take full branding control over the dedicated credential page to replicate the environment from the issuer's own website. Issued credentials are accessible across all popular devices and are compatible with assistive technologies such as screen readers. Issuers can automate small changes such as one or two character name changes or easily update groups of credentials in bulk.

### Increased Productivity

Gamifying the learning or training experience creates engaged users that are more likely to remain motivated and reach the end of the program. This helps to drive a positive behavioural change that impacts the level of productivity from users and improves the output for organizations. Studies show that gamification can improve productivity by 50% which has a direct impact on the profitability and efficiency of an organization. In a survey carried out by TalentLMS, 89% of employees stated that not only did gamification make them more productive but it contributed to their happiness at work as well.

Gamification can improve productivity by **50%** which has a direct impact on profitability and efficiency\*

\*Zippia 2021

Digital credentials impact productivity by inspiring candidates to pursue continued education to grow their skillset. The shareability of digital credentials increases visibility to the success their peers are achieving through their digital credential awards. This serves as motivation to complete training or learning pathways while the digital badge award works as an additional incentive to reinforce positive learning patterns.

### Learner Retention

The world of professional certification and product training is growing increasingly competitive. As more users turn to e-learning and remote learning, the number of course providers increases and it can be difficult to retain learners when using outdated or traditional means of learning. Gamification helps to attract and retain learners by mixing technology with learning and make it more appealing to the target demographic.

In the US alone, approximately half the workforce state they play video games casually at least once a month. That's without taking into consideration the number of workers that have an interest in other games such as board games and card games. Duolingo, one of the world's leading language learning apps, is a good example of how gamification impacts learner retention. They used game-like mechanics to increase their next-day user retention from 12% in 2012 to 55% in 2019.

## GAMIFICATION BENEFITS FOR ISSUERS



**80%** of language students enjoyed using Duolingo because of its gamification\*

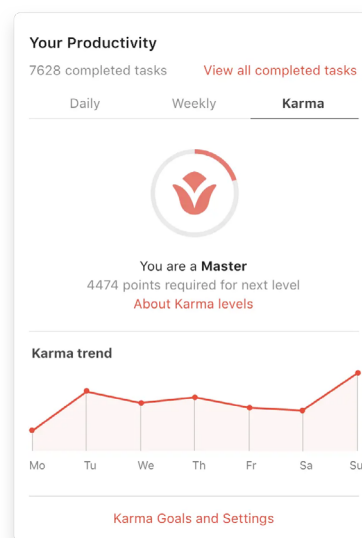
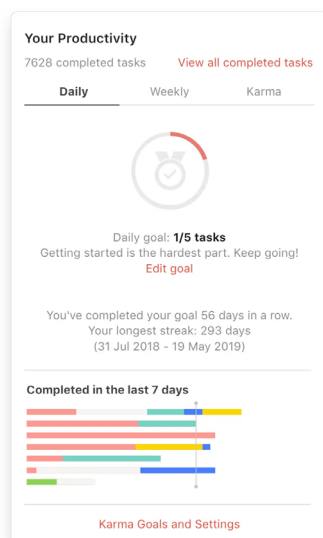
duolingo

\*Sacred Heart University

Digital credentials support learner retention by providing valuable, verifiable awards that are versatile in their use. Recipients can showcase their latest achievements easily on social media, embed their digital badge into email signatures, and include the unique credential URL on their digital resume. Organizations can set the expiration date on credentials to motivate recipients to return and keep their skills and knowledge up-to-date.

### Data Tracking

Data and insights into user behaviour are necessary for measuring ROI and justifying the cost of integrated solutions. Gamified technologies typically offer a way to track the actions of users, their results, and identify where users are achieving success or struggling. This information can be used to change the way gamification is offered or roll out successful programs to other areas of the organization. By making some of that data visible to users such as consistent use represented as daily streaks, this also provides additional motivation to keep learning or engaging. The productivity app, Todoist, is a good representation of using data as a means of gamification. When users tick off a task on their to-do list, they gain positive points known as karma. Their karma rewards stack to increase the user’s level ranging from ‘Beginner’ to ‘Enlightened’.



## GAMIFICATION BENEFITS FOR ISSUERS

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Accredible offers Pathways, a feature enabling issuers to create engaging learning pathways supported by auto-issuance milestone and completion credentials. Pathways offers improved communication around completion requirements. Pathways Insights is included as part of our Pathways feature and enables organizations to track how their users are progressing through credentialed learning pathways. Using Insights, issuers can see how their learners are progressing, track how many have completed their learning pathway (Connect Plan), and which individual nodes they have completed (Growth Plan).

## APPLICATIONS FOR GAMIFICATION USING DIGITAL CREDENTIALS

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Digital credentials are versatile in their use. Organizations use digital credentials to reward achievement, illustrate and incentivize growth, represent membership, and recognize affiliation and involvement. Digital credentials serve as a form of gamification themselves but can also be used with existing gamified technology through dedicated integrations into learning management systems and learning experience platforms, testing and exam platforms, and other SaaS platforms. Accredible provides a number of dedicated integrations but also offers connectivity with software and apps via Zapier and our robust, user-friendly API.

### Training and Education

Digital credentials help to drive demand for training, education, and certification programs by empowering learners to showcase their skills and achievements. Their credentials are instantly received after meeting the target criteria such as completing a module or achieving a passing mark for an exam. Recipients can then share their easy-to-verify credentials in one click to social media platforms, embed their credentials online, or upload their credentials to digital wallet cards for use on-the-go. Automated workflows enable organizations to free up time and spend that can be dedicated to other areas of the business such as program growth. Digital badges can be used as micro-credentials or in learning pathways to incentivize learners to progress and help to boost course-completion rates through gamification.

### Onboarding and Retention

Onboarding an employee can cost organizations upwards of \$6,500 including the recruiting process and training time. It's important that the onboarding process itself is engaging so as not to cost the organization a new-hire and push them back to the start of the recruiting journey. Digital credentials can help with the onboarding process by rewarding new-hires for completing their onboarding with expirable credentials that make it easy to track when training needs to be refreshed. Gamifying the onboarding process also contributes to employee retention by ensuring new-hires are excited, informed, and equipped for success in their role.

## APPLICATIONS FOR GAMIFICATION USING DIGITAL CREDENTIALS

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### Corporate Training

Training in the corporate space can sometimes feel tedious to employees but is a necessary part of product knowledge and compliance. Digital credentials and gamification help incentivize employees to progress through their training in a timely manner and are easy to scale to enterprise level. Accredible offers a per-unique recipient pricing model that supports organizations to regularly reward their employees with valuable digital credentials that showcase their product knowledge. Using digital credentials in this way also contributes to increased knowledge retention by breaking training down into manageable modules that encourage spaced learning.

### Membership

Professional associations use digital credentials to replace traditional membership badges and certificates that are easy to misplace and difficult to control. Control over expiration and increased visibility of membership validity ensures that associations have the ability to grow revenue by encouraging renewals. Membership directories allow associations to showcase their skilled members and create talent pipelines with organizations and recruiting partners. Association-led training programs can be gamified through learning pathways that award digital badges for module completion culminating in a final digital badge or digital certificate. Members that get involved in events or programs can be awarded with shareable digital credentials that help to drive other members to engage and get involved with future opportunities.

### Events

Digital credentials are the value-added replacement for physical lanyards that attendees can still make use of after the event has taken place. Gamification for multi-day attendance can be introduced with attendee digital badges that detail what the attendee gained each day of the event. Digital badges can also be rewarded to attendees that provide evidence of how they applied the insights gained at the event to their role or based on their level of engagement during the event. Reward attendees that earned a digital badge for attendance or involvement with the ability to gain access to discounted training or future events on presentation of their credential.

## IN SUMMARY

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Gamification supported by digital credentials engages learners and employees, motivates course completion, and helps to make training more effective. It's important that gamification is not rushed, aligns to the learning objectives or goals, and doesn't blur the true intention of a program. Similarly, digital credentials should be added where they can provide value with contextual information and metadata, rather than as a simple picture award that fails to benefit the recipient.

Learn more about rewarding candidates with verifiable, portable, and shareable digital badges and digital certificates with a platform demo. Reach out to Accredible to **book a demo today** or **try the Accredible solution free** for up to 20 unique recipients.

### Source Links

<https://www.growthengineering.co.uk/how-gamification-in-training-works-beginners-guide/#:~:text=Gamification%20in%20training%20provides%20a,our%20learners%20attention%20and%20focus.>

<https://www.virtual-college.co.uk/resources/business-benefits-for-using-gamification-in-learning>

<https://pubmed.ncbi.nlm.nih.gov/28834805/>

<https://journals.sagepub.com/doi/10.1177/1469787417742021>

<https://www.zippia.com/advice/gamification-statistics/#:~:text=Gamification%20Industry%20Statistics&text=As%20of%202021%2C%20the%20total,of%20%247.03%20billion%20since%202016.&text=Experts%20expect%20the%20international%20market,North%20America%20leading%20the%20industry.>

<https://www.zippia.com/advice/productive-working-from-home/>

<https://www.zippia.com/advice/employee-feedback-statistics/>

[https://financesonline.com/gamification-statistics/#:~:text=67%25%20of%20students%20found%20gamified,system%20\(ProProfs%2C%202021\).](https://financesonline.com/gamification-statistics/#:~:text=67%25%20of%20students%20found%20gamified,system%20(ProProfs%2C%202021).)

<https://strivecloud.io/blog/gamification-examples-boost-user-retention-duolingo/>

<https://smack.agency/blog/gamification/gamification-examples/>

## FURTHER RESOURCES

### What Are Digital Credentials?



**Read the Guide**

#### Digital Credentials Buyers Guide

Uncover the fundamentals of digital credentials



**Read the Guide**

#### Digital Credential Use Case Guide

The results of our 2021 Q1 survey across a cross-section of clients.

### Guides to Support Professional Certification



**Read the Guide**

#### Professional Certification Using Digital Credentials

Insight into using digital credentials for certification.



**Read the Guide**

#### How to Increase Course Completion

This guide helps organizations identify pain points for enrollment.

### Preparing for Digital Credentials



#### Digital Credentials Feature Checklist

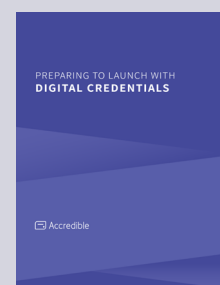
Compare features between credentialing solutions.

**Read the Guide**

**Digital Credentials Internal Sign Off and Planning Guide**  
Create tailored sign off checklists, or use the print-friendly checklists provided.



**Read the Guide**



#### Preparing to Launch with Digital Credentials Guide

Plan strategies that improve visibility for the issuer and the program at launch.

**Read the Guide**

## FURTHER RESOURCES

### Thought-Leadership Guides



#### The State of Digital Credentials 2022

Explore further into the landscape of digital credentials.

[Read the Guide](#)

#### The Impact of Credential Fraud

Covering the common lies told on resumes, to the harm caused to brand credibility.



[Read the Guide](#)



#### Bridging the Gap Between Education and Employment

Empower candidates to pursue career-advancing credentials..

[Read the Guide](#)

### Designing Digital Credentials



[Read the Guide](#)

#### The Definitive Guide to Digital Badge Design

The guide covers the steps of creating digital badge designs.



[Read the Guide](#)

#### The Definitive Guide to Digital Certificate Design

The guide covers the steps of creating digital certificates.



## Accredible

*Accredible is the industry-leading digital credentialing platform that securely issues, manages, tracks, and verifies millions of high-stakes credentials across the globe. Accredible integrates with leading learning software including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, and more. Over 1,900 leading universities, associations, and technology companies such as Google, Skillsoft, Slack, the Association of Corporate Treasurers, Chartered Banker Institute, University of Cambridge, AMPP, Hootsuite, IEEE, Cengage, MIT, Rutgers, INSEAD, IAPP, UC Berkeley, AMBA, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges. Learn more at [accredible.com](https://accredible.com)*

[accredible.com](https://accredible.com)