

# Fireside Chat | [Gamification]

## How to Utilise Gamified Interactions to Enhance Customer Engagement in the Digital First World?



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# slido



**How many years has your organisation been using gamification in your marketing strategy?**

ⓘ Start presenting to display the poll results on this slide.

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Question 1

**How does your company carry out gamification in your industry for customer retention? Cases and Examples.**



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## Question 2

**What are the consequences of doing over-gamified interactions? How to overcome or avoid this?**



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### Question 3

**What are the benefits of gamification apart from engagement? Examples.**

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## Key Takeaways

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A white rounded rectangular button with the text "Q&A" in bold blue font. Above the button is a graphic of two overlapping speech bubbles, one pink with a white question mark and one blue with three white dots.

**Q&A**



**Scan here to submit your questions!**