

WINNER

BEST USE OF GAMIFICATION/SIMULATION IN LEARNING

INSURANCE AUSTRALIA GROUP AND WORKSTAR

MCP - ORBIT KNOWLEDGE



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As part of an ongoing customer service focus, Insurance Australia Group (IAG) wanted to create a learning solution that would support the transition and create high levels of engagement and enthusiasm. The learning solution was built around a story based detective game in which colleagues chose an avatar and solved a business problem.

To help create a seamless transition to the new customer service system, an engaging learning experience was developed to support changes to roles, systems and processes across the business. The game was played in rounds each week with a new scene and clues revealed. Teams competed against each other for prizes, rewards and recognition.

Colleagues had to complete team activities and scenario based learning at each stage. Teams also completed a simulation exercise together in their regular team meetings. No member of the team could proceed to the final stage of the game without participating in their team exercise.

The exercises allowed the Team Leaders to facilitate an activity, while the simulation used ensured consistency and quality. The embedding activity was very

successful, ensuring people got hands on with the technology rather than simply doing the simulations.

This approach has the following components:

Business and learner goals - The process maps business goals to learner goals, understanding how the outcomes the business wants to achieve can be aligned to and expressed in terms that are of interest to the learner.

Learner profiles - Each learner goal maps to a different learner profile from the different people within the scope of the project.

Learning activities - Learning activities are then designed that match each learner profile and learner goal. These might be simulations, games, just in time learning, face-to-face, coaching sessions etc.

Measurement and tracking - Each learning activity then needs to be measured and tracked against each learner to complete the circle and match up to learner goals and business goals.

The deployment was supported by: workshops with key subject matter experts, various front-line roles and in customer service and conversations;

testing of ideas and approaches with focus groups and testing of the game, simulations and other key learning activities with a small group prior to deployment. A comprehensive communication and support package helped create awareness.

The solution generated high levels of engagement, positive feedback from staff, and a smooth transition to the new system and process with minimal issues. The rates of customer call backs and referrals to product team call centres have dropped indicating that colleagues have embraced the new system and using it to directly answer customers questions and queries.