PENINSULAR RESEARCH OPERATION

PRO GAMI Case Study

QUICK FACTS

PRODUCT

PRO GAMI

INDUSTRY

Government

GEOGRAPHY

India

CHALLENGES

- ➢ **Time consuming**
- ➢ **Poor data management**

SOLUTION

- ➢ **Leaderboards and points**
- ➢ **Gamified process**
- ➢ **Maximum entry limit**
- ➢ **Plug and play model**

RESULTS

- ➢ **Increased motivation**
- ➢ **Prevention of spamming**
- ➢ **Timely data entry**
- ➢ **Process control**

THE PRODUCT

PRO GAMI is a gamification tool implemented for a governance project to enable periodic progress management of key projects, including KPIs. This case study captures how the problem of data entry is gamified.

CHALLENGE

🔍 *Data entry was not being done in a timely manner.*

INITIATIVES

🌐 **Gamified the data entry** process at all levels, including the data entry operator, approver and department head

🌐 The tool has a **leaderboard based on points** being awarded for data entry and approval on a timely basis

🌐 The system also has a limit for the **maximum entry** per day to prevent spamming

🌐 The gamified system is a **plug and play model** which enables quick and simple business operations

BUSINESS BENEFITS

👍 Engages employee for longer period of time by enhancing their motivation.

👍 Timely entry of data into the input form.

👍 Provide limitation on the maximum entry per day to prevent spamming.

👍 Periodic review is always conducted on time with real-time data.

👍 Improves productivity and quality of work.

👍 Real-time alerts and data monitoring.