



PROJECT NOTIFICATION

Reference No.: 605

Date of Issue	1 May 2025
Project Code	25-CP-35-GE-DLN-A
Title	APO e-Course on Gamification and Game Design for Customer and Employee Engagement
Timing	31 October 2025
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	Understand gamification, its evolution, and behavioral psychology, focusing on applying game elements in nongame contexts; explore gamification strategies to enhance customer loyalty and employee motivation; and apply gamification techniques across business functions to increase engagement and productivity.
Rationale	In a highly competitive, digitally driven environment, organizations face growing challenges in sustaining engagement and performance. Gamification offers a powerful, research-backed approach to influencing behavior and boosting motivation. By applying gamification principles to various business settings, organizations can foster greater customer loyalty and employee commitment.
Background	<p>Gamification is often misunderstood as merely playing games. It involves applying game mechanics to nongame settings to influence behavior and performance. A 2024 Harvard Business Review article reported that 89% of employees believed that they would be more productive in a gamified environment. Similarly, a TalentLMS 2019 gamification at work survey found that 89% felt more productive and 88% happier at work with gamification.</p> <p>Despite growing adoption, many organizations lack the skills to implement gamification effectively. While deep expertise in game development is not required, the ability to apply gamification concepts from relevant business perspectives is essential. This e-course fills that gap by providing practical frameworks, digital tools, and behavioral insights to build that capability and sustainable productivity. It builds on a 2024 APO training course on gamification and aligns with the promotion of inclusive productivity growth across APO members.</p>
Topics	Introduction to and history of gamification; Behavioral psychology in gamification; Personal development and competency mapping for productivity; Game mechanisms and motivational design; and Case studies on customer and employee engagement in business, education, and public services.
Outcome	Participants understand how to integrate gamification and its technology into business practices to create immersive experiences for better engagement, performance, and productivity.
Qualifications	Open to all participants in APO members and nonmembers.

Please refer to the implementation procedures circulated with this document for further details.



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