

Unlock the Power of Gamification with Game Manager

Engage, Participate, and Grow with Gamification



Customer engagement has evolved far beyond traditional marketing tactics. Today's consumers expect more than just promotions and discounts—they seek interactive and rewarding experiences that keep them engaged with brands. Gamification has emerged as a powerful tool to meet these expectations, allowing businesses to turn routine interactions into exciting, immersive experiences.

From retail to telecom, finance to entertainment, companies leverage gamification to increase customer participation, improve retention, and drive higher conversion rates. With Evolving Systems' Game Manager, brands can seamlessly integrate gamified experiences into their engagement strategies, delivering personalized HTML5 mini-games and reveal mechanics that captivate and reward users.

But does gamification deliver? Let's take a look at the data.

The Power of Gamification: Why It Works

Gamification taps into core psychological principles such as achievement, competition, and reward, making everyday interactions more engaging. The latest industry research reinforces its impact:

- ✔ **Market Growth:** The global gamification market is projected to grow from **\$16.29 billion in 2024 to \$190.87 billion by 2034, at a CAGR of 27.90%**.
Source: Precedence Research
<https://www.precedenceresearch.com/gamification-market>
- ✔ **Higher Engagement:** People are **68% more likely to stay engaged with a brand that incorporates gamification** into their marketing efforts.
Source: FinancesOnline
<https://financesonline.com/customer-retention-statistics>
- ✔ **Stronger Customer Retention:** Gamification increases customer retention rates by **22%**, proving its effectiveness in fostering brand loyalty.
Source: Amplifai
<https://www.amplifai.com/blog/gamification-statistics>
- ✔ **Increased Spending:** Consumers frequently adjust their spending to maximize loyalty points, indicating that loyalty programs, often enhanced by gamification, influence **69%** of buyers' decisions.
Source: FinancesOnline
<https://financesonline.com/customer-retention-statistics>

The conclusion is clear: gamification isn't just a passing trend—it's a strategic advantage that brands must seize to stay ahead.

Game Manager

Empower your customer engagement with interactive games seamlessly integrated into your Evolution deployment.

What is a Game Manager?

Game Manager is an innovative SaaS add-on product brought to you by Evolving Systems. With Game Manager, you can swiftly design, configure, and launch HTML5 Mini Games and Reveal Mechanics that resonate with your brand and promotions. Additionally, our optional marketing services refine your engagement strategies.

Seamless Synchronization with e>volution

- 1 Foundation of Engagement:** Evolution acts as a robust Customer Engagement Platform, ingesting customer demographic, profile and usage data from a variety of sources, enabling the configuration of real-time business rules for CVM campaign and loyalty programs along with the orchestration of communications and action provisioning onto your existing BSS environment.
- 2 Secure Architecture:** The public-internet-published front-end of the games is separated from the highly secure back-end business rules on customer data in Evolution. The two are seamlessly connected thanks to our Mobile Application Gateway.
- 3 Power-packed with Game Manager:** Acting as your personalized game publishing hub, Game Manager offers:
 - ⊗ A comprehensive library of configurable HTML5 games such as Spin-the-wheel, reward crush, Mystery Box, and more.
 - ⊗ Customer eligibility checks, token redemption and prize distribution via it's integration with the Evolution Platform.
 - ⊗ Display orchestration of the personalized rewards selected individually for a customer based on our AI-based decisioning algorithms.

Beyond that, it empowers you to:

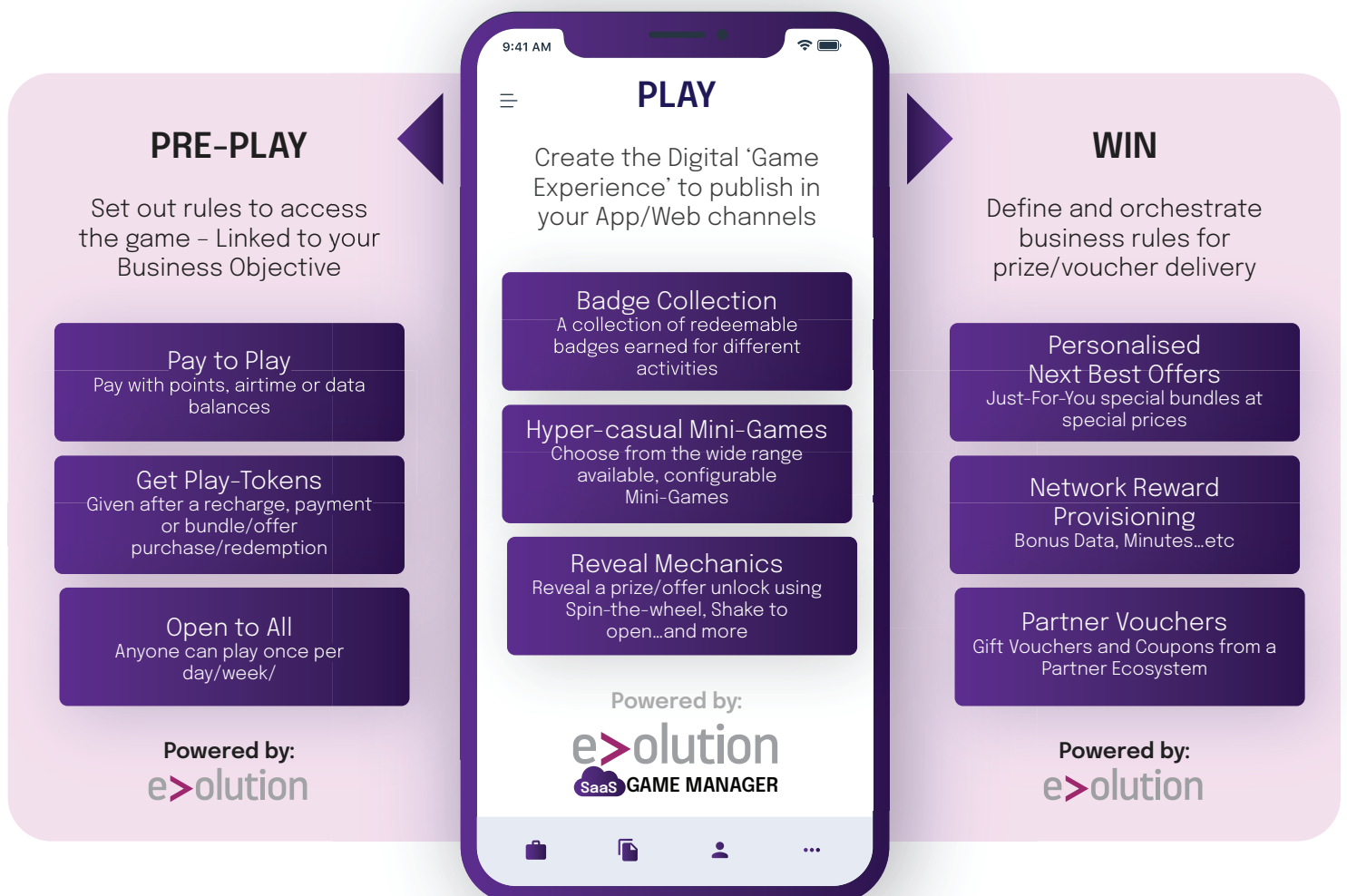
- ⊗ Embed web views or create links from banners directly in your channels

The unique integration of Game Manager with Evolution enhances personalization, rewards management, eligibility checks, and point-based systems.

Feature Highlights of Game Manager

- ✓ **Optimal Configurations:** Easily link to your set up of play tokens, eligibility parameters, reward offers, and scoring strategies in Evolution.
- ✓ **Versatile Reward System:** Evolution enables you to make use of codes, vouchers, points, and network rewards to incentivize your users.
- ✓ **Cloud-based & Multi-Tenant:** Benefit from our scalable cloud solution, perfectly tailored for diverse client needs.
- ✓ **Rich Game Library:** Access a collection of white-label games and reveal mechanics waiting to be customized to your branding.
- ✓ **Seamless Integration:** Out-of-the-box connectivity with your instance of Evolution via the Mobile Application Gateway, ensuring workflows, offer retrievals, point transactions, and more happen without a hitch.
- ✓ **Customizable Game Attributes:** With a few clicks:
 - ⊗ Swap out backgrounds and tile images.
 - ⊗ Modify text labels fonts and sizes.
 - ⊗ Draft game rules and T&Cs text specific to your brand and event instance
 - ⊗ Tailor your games for events like the World Cup, Christmas, Diwali, and more.

How a 'Gamified' proposition is built



What Sets Us Apart?

While several B2B solutions might offer cloud-based game access and customization services, our unique selling proposition lies in the deep-rooted integration of our games with Evolution. This ensures unparalleled personalization, reward management, eligibility checks, and more, giving you an edge in the competitive digital landscape.

Ready to Game Up Your Engagement Strategy?

Step into the future of customer interaction with Game Manager. Join us in redefining engagement.



About Evolving Systems

With over 30 years of expertise, Evolving Systems is a trusted partner in the telecommunications sector. We help CSPs adapt and excel, backed by our 35-year legacy of reliability and innovation. Trusted by 80% of the world's largest Mobile Network Operator Groups, we streamline (e)SIM processes and enhance customer data integration with our Complete (e)SIM Lifecycle Management Suite and Evolution platform.

Key Offerings:

- Complete (e)SIM Lifecycle Management Suite and Evolution platform: Streamlines (e)SIM processes and enhances customer data integration.
- Rapid Activation: Efficient (e)SIM and service activation processes.
- Advanced Solutions: Provisioning, Number, and Dealer Management, tailored and scalable experiences.
- Customer Engagement: Comprehensive Customer Value Management and Loyalty solutions provide real-time marketing insights and enhance digital engagement.

For more information please visit:
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