20 Most Promising Gamification Solution Providers - 2019

It was in 2002, when Nick Pelling, a computer programmer, and inventor coined the term 'gamification,' but it was not until 2011 that it became a buzzword. The modern-day definition of gamification is the application of typical elements of game playing (such as point scoring and competition) to other areas of activity. The purpose behind the whole idea is to transform business models by creating new ways to extend relationships, create long-term engagement, and drive customer as well as employee loyalty, which will lead to increase productivity and more revenue generation for organizations.

Many organizations are adopting gamification in their day-to-day workflows to keep the millennial motivated as they form the large part of the modern-day workforce. Additionally, gamification is opening other avenues for many organizations, for example, implementing gamification in recruitment processes helps attract talent as well as the hired candidates through this method fair better than the candidates hired from traditional methods do.

With the myriad of gamification solution providers flooding the market, the need arises to be aware of various developments happening in the field as well as organizations must choose wisely in their quest to achieve business goals and stay ahead of the competition. To assist them with the same, the editorial board at CIOReview has selected a handful of leading gamification solution providers after evaluating their technical prowess. We have considered the vendor's ability in delivering solutions; keeping in mind, the factors like the expertise in the domain, skills, competencies, and the impact of the solution on the business.

We present to you CIOReview's "20 Most Promising Gamification Solution Providers - 2019."

Simulocity

recognized by **CIOReview** *magazine as*

20 MOST PROMISING
GAMIFICATION
SOLUTION PROVIDERS - 2019

An annual listing of 20 companies that are at the forefront of providing gamification technology solutions and impacting the marketplace

Company:
Simulocity

Key Person:
Dr. Manny Dominguez
Founder & CEO

Description:
A gamification solutions provider that helps healthcare and other organizations teach staff about best practices

Website:
simulocity.us