

Advancing new ways to serve human potential

to Hellenic Federation of Enterprises (SEV)
Workshop | 19th January 2021



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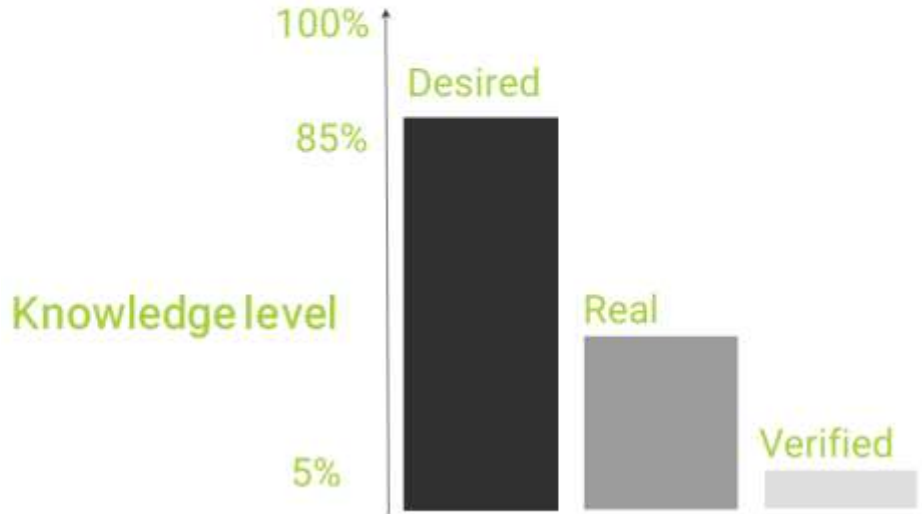
**GET
WORK**

Learning challenges

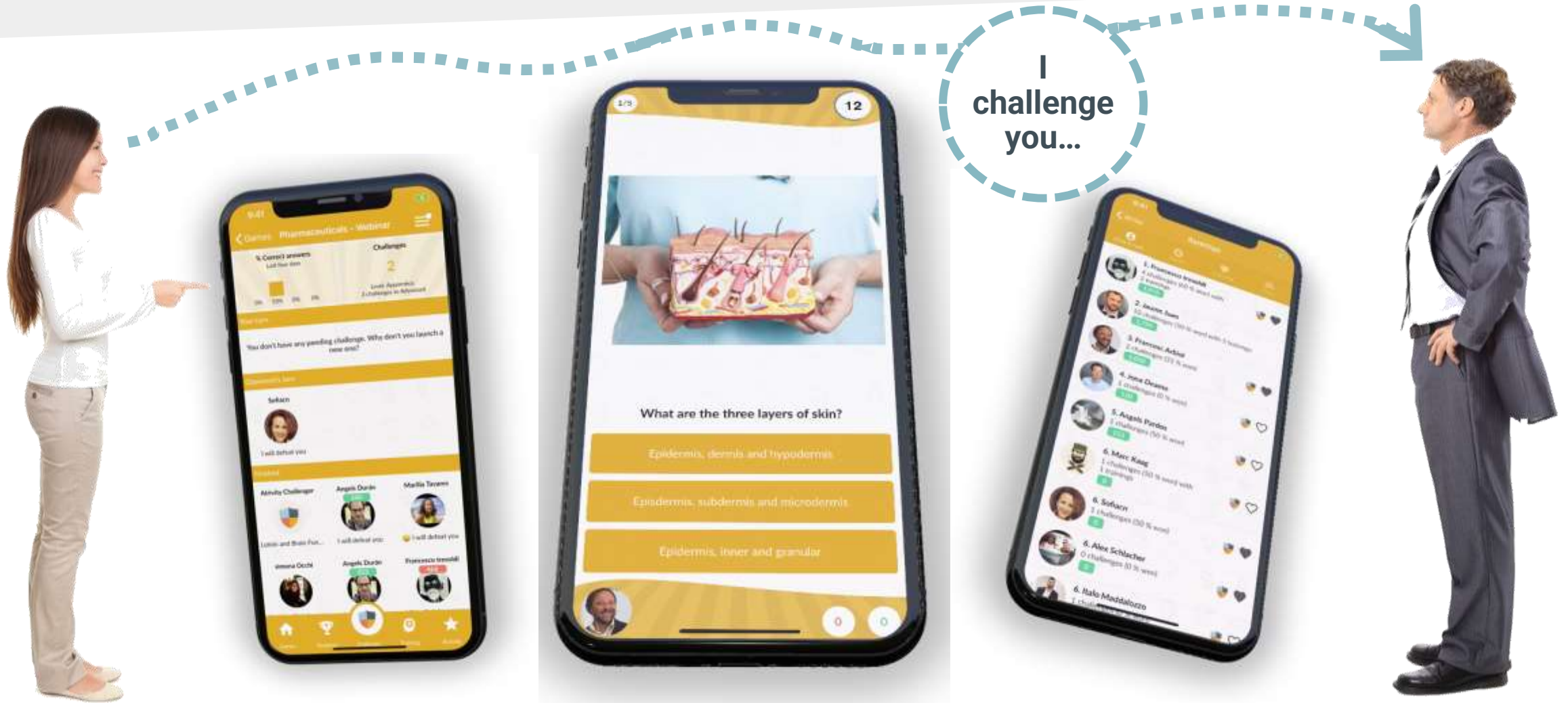
Poor engagement



Lack of retention



Social mobile learning



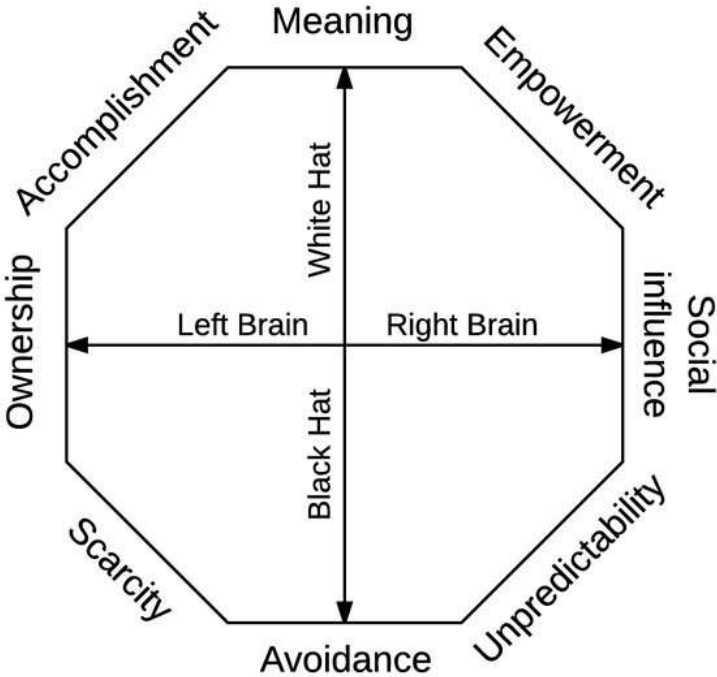
Divide and conquer knowledge



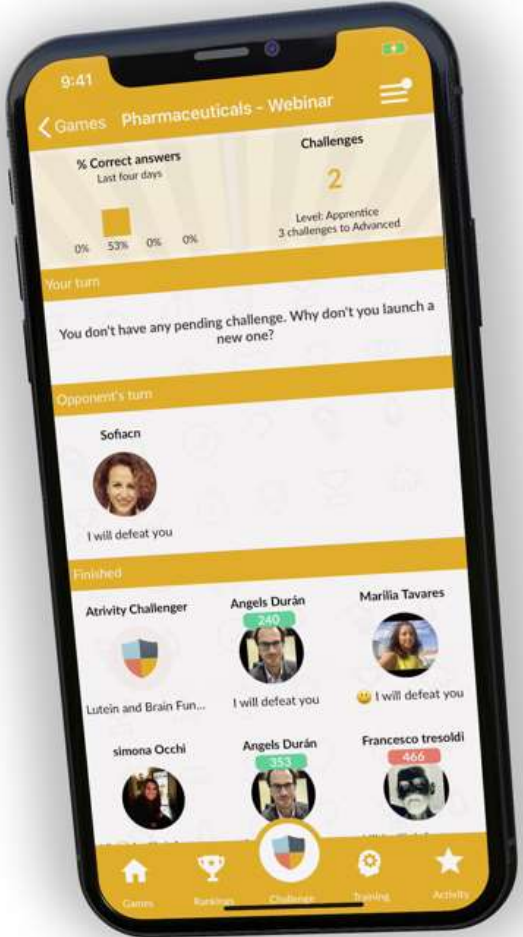
Key fact:
1' minute per challenge boosts usage during "spare" time

Any Audience
Internal
External

Data driven engagement & repetition engine



Atrivity & Octalysis Gamification Framework (Yu-kai Chou)

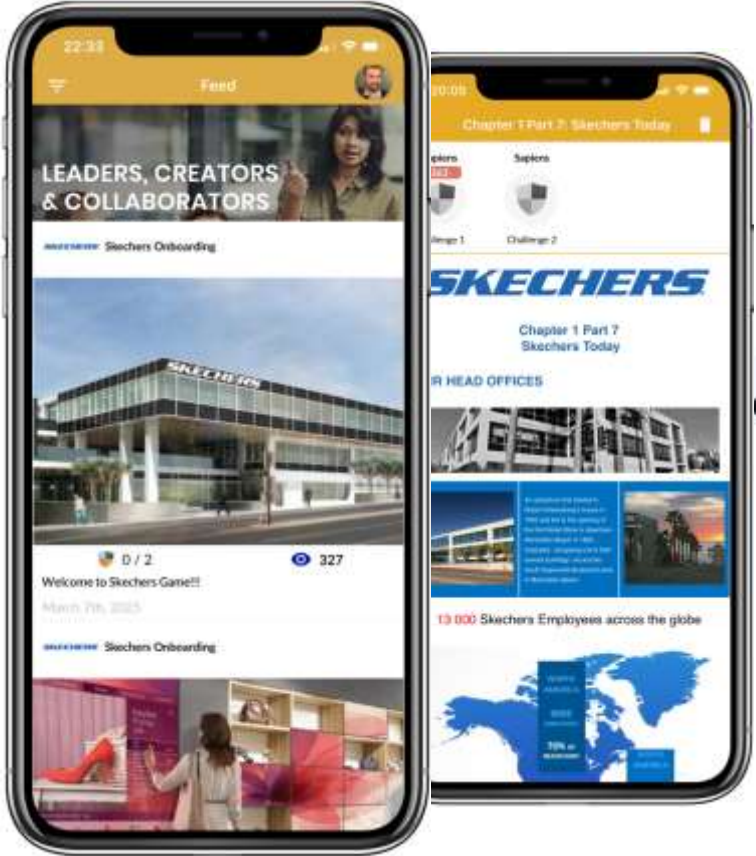


+25 game mechanisms

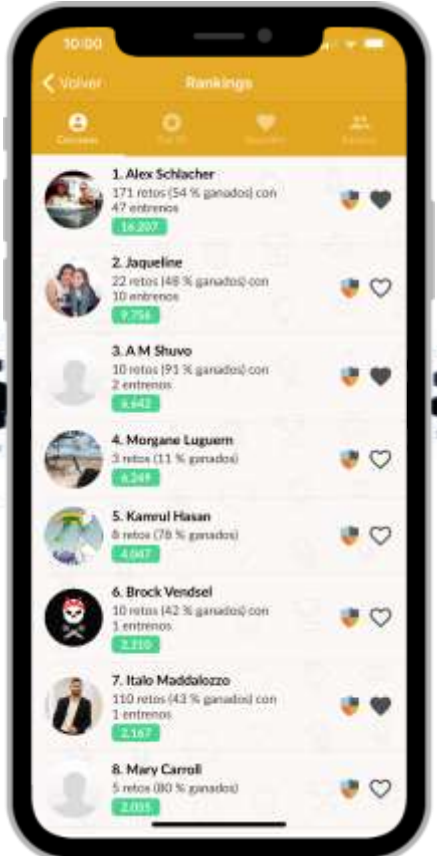


Enterprise knowledge gamification platform

Knowledge delivery & reference



Knowledge strengthen and retention



Rich Analytics (by topic, team, country)



“Atrivity”: +400 worldwide customers



Nestlé Infant Nutrition & Pharma

- +100 countries
- +40 languages
- +11.000 users
- +12 M questions answered
- Product and medical knowledge



Dell / Computers

- +36 countries
- +11 languages
- +6.500 users
- +2M questions answered
- Product and tech knowledge



Hyundai / Automobile

- +10 countries
- +5 languages
- +2.000 users
- +1 M questions answered
- Processes and compliance knowledge



Abbot / Pharma

- +25 countries
- +10 languages
- +5.000 users
- +2M questions answered
- Product and medical knowledge

PRADA

Prada / Luxury Fashion

- +30 countries
- +12 languages
- +3.000 users
- +2 M questions answered
- Brand, collection, sales ceremony and fashion general knowledge

“Atrivity” impact analysis

+165 million questions by ½ million users

ENGAGEMENT

90 - 100%

ACQUISITION

**Up to 650
questions
answered
in 5 days**

RETENTION

**Average
knowledge
increase
ratio of
+25%**

“Atrivity” cases in Greece

Sales / HR



Product Launch
New employees

B2B Channel



Points of sale /
channels: to promote
products efficiently

Academia



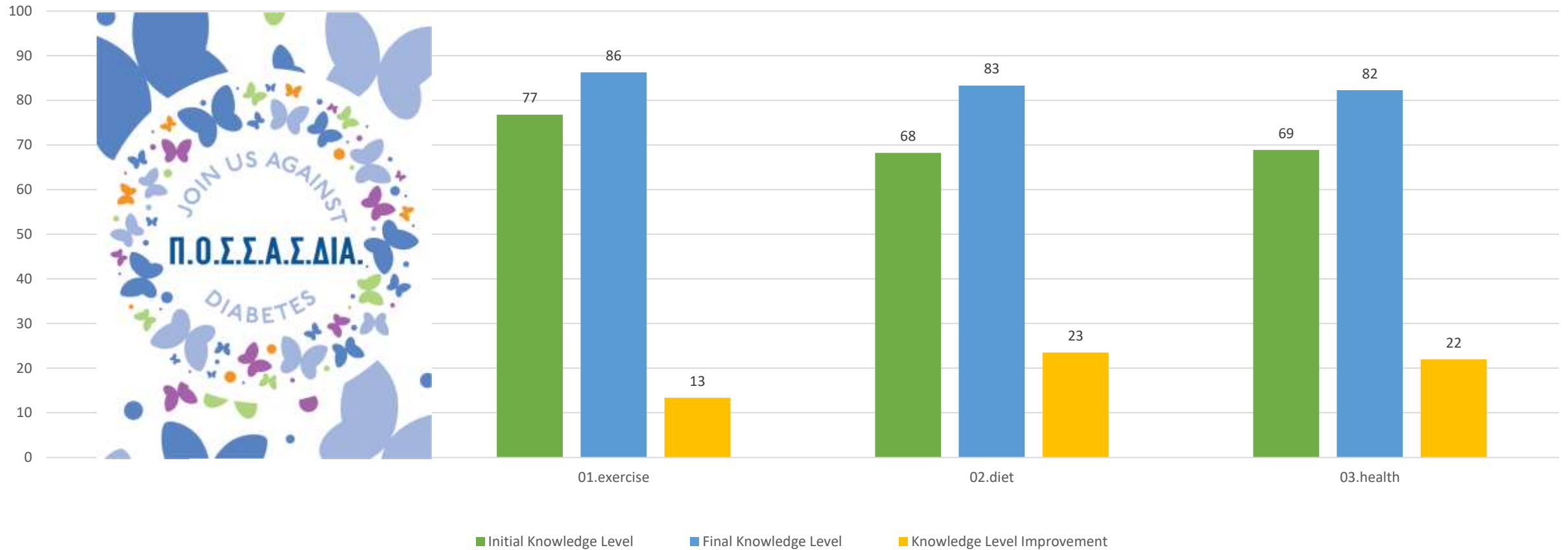
Students to get ready
for semester exams

Customers



Capturing consumers'
share of mind

Less knowledge gaps (*Diabetes Quiz Academy*)



Atrivity commercial partner (*Greece & Cyprus*)

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