

# The Power of Drive-Thru Gamification

It's scientifically proven—game-based engagement works.

Gamification is not about turning work into a game. It's about using the motivational power of gaming to engage employees in everyday tasks, resulting in achieved business goals.

**90%**

of employees are **more productive** when they use gamification<sup>1</sup>

**48%**

increase in **employee engagement** with game-based motivation<sup>1</sup>

**70%**

of Forbes Global 2000 companies use gamification to **boost retention, engagement and revenues**<sup>2</sup>

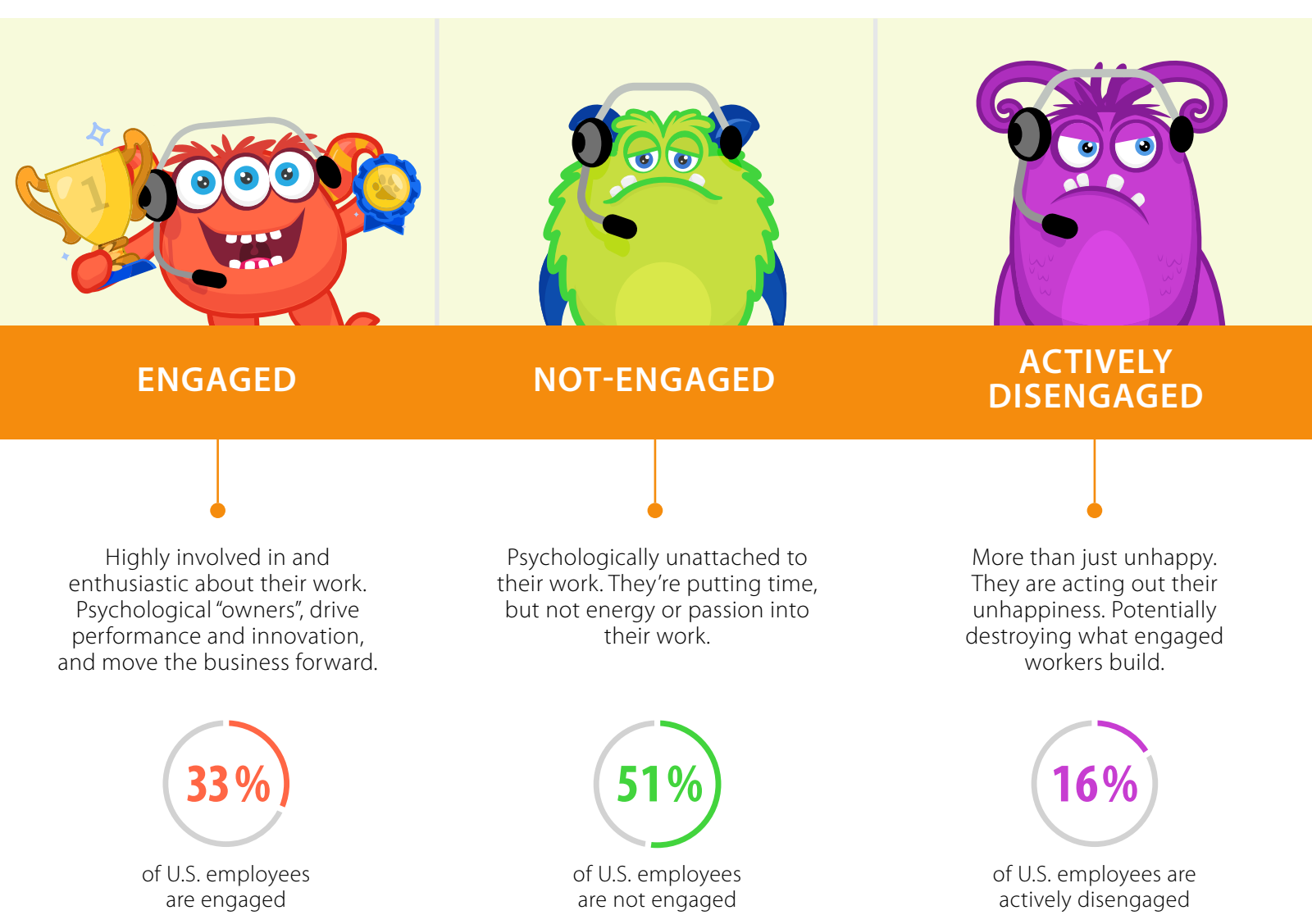
Sources: <sup>1</sup> Medium — <https://medium.com/swlh/how-gamification-in-the-workplace-impacts-employee-productivity-4e8add048e6>  
<sup>2</sup> Forbes — <https://www.forbes.com/sites/knowledgewharton/2014/02/24/62014/#325bcf0674f2>



Gamification taps into the full potential of your drive-thru team by feeding their natural craving for competition, achievement, and recognition.

## Did You Know? Employee engagement and workplace productivity are declining.

A recent study by Gallup, Inc. reveals that there are 3 types of employees:



Source: Gallup, Inc. (2017). "State of the American Workplace" report. Retrieved from <https://news.gallup.com/reports/199961/7.aspx>

Gamification is a powerful tool that engages and motivates everyone on your team.

## ZOOM Nitro™ Gaming. For Your Drive-Thru.

ZOOM Nitro Gamification keeps your drive-thru results booming, with all-new gaming features like fun contests, awards, avatars, real-time feedback, and smack talk!

### CONTESTS

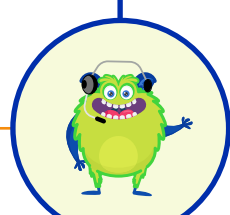
promote competition through a specific goal, emphasize team collaboration, and create a sense of community in and across stores.

### AVATARS

are your store's zeal, grit, and drive brought to life. Your avatar represents you and your team—cute or ugly, you want it to succeed!

### SMACK TALK

infuses a sense of fun, spontaneity, and liveliness by enabling you to boost your high performance, playfully tease opponents, or congratulate other stores.



### AWARDS

are visual representations of your achievements. They foster a sense of accomplishment, driving and inspiring team members to do better.

### REAL-TIME FEEDBACK

provides specific information about progress towards your current goal. It's the right information at the right time to help you accomplish your goals.



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