

What does gamification look like in action for Intuit?



docebo

Roleplaying

Sales employees can engage in mock sales conversations with potential customers, just like in roleplaying games.

Investigating

Employees can sharpen their logic and reasoning skills (to prepare for tough customer conversations) with a detective-style game.

The results?

Intuit learners who consistently engaged in gamification were more likely to be top performers and saw an increase of:

- 3% in business acumen
- 4% in technical acumen
- 14% in sales acumen