

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 gamification¹

48%

increase in **employee engagement** with game-based motivation¹

70%

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

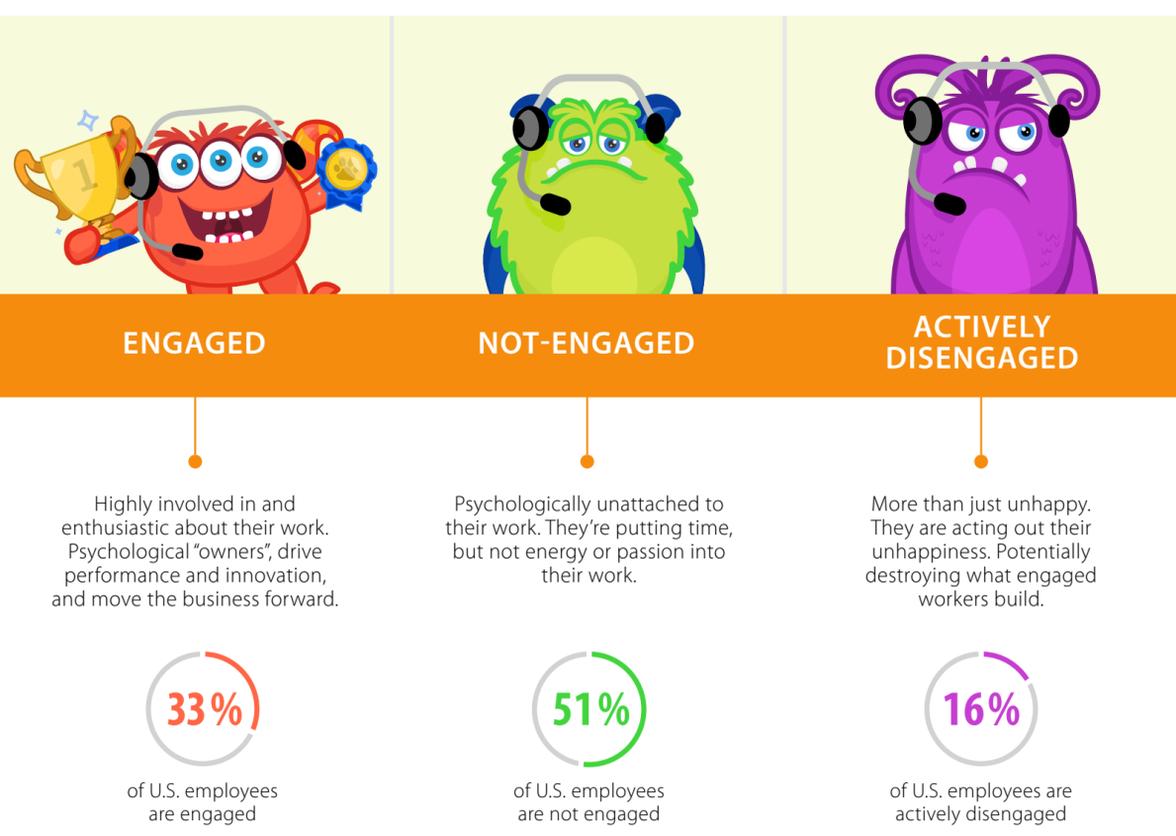
Sources: ¹ Medium — <https://medium.com/swlh/how-gamification-in-the-workplace-impacts-employee-productivity-4e8add048e62>
² Forbes — <https://www.forbes.com/sites/knowledgewharton/2014/02/24/62014/#325bcf0674f2>



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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