

# TRAINING GAMES DRIVE 47% MORE ENGAGEMENT FOR U.S. FINANCIAL SERVICES COMPANY

“The games are professional, engaging, and completely customized for our brand.”

“We couldn’t be happier with the results”

*Associate Vice President  
Merchant Training*



## CHALLENGE

Find a more engaging way to help their merchant partners master basic knowledge of credit and finance, reduce risk, improve customer experience, and ultimately help them be more confident and successful.

## RESULTS

**47%**

**INCREASE IN  
MERCHANT  
ENGAGEMENT**

**20%**

**INCREASE IN  
KNOWLEDGE  
TRANSFER**



**DROVE RETENTION  
THROUGH ACTIVE  
LEARNING**



**GAINED INSIGHTS  
INTO MERCHANT  
KNOWLEDGE GAPS**

## CORPORATION OVERVIEW

EMPLOYEES: 15,000+

U.S. HEADQUARTERS

FINANCIAL SERVICE COMPANY

REVENUE: \$14+ BILLION

## SOLUTIONS

· TRAINING GAMES:

*JUMP, JEOPARDY, TRIVIA*

· CUSTOMIZED GAME BRANDING

## BACKSTORY: CRAVING FOR SOMETHING NEW INSPIRES GAME PORTFOLIO

For the past four years, a large financial services company used a single, customized game to reinforce credit and finance knowledge for their merchant partners and employees. With a game that had surpassed its shelf life, they wanted to streamline, mobilize, and diversify their training with a portfolio of new, custom reinforcement games. This would help their merchant partners master basic knowledge of credit and finance, elevate their merchant experience, reduce risk, improve customer experience, and ultimately help them be more confident and successful.

In short, they needed to train many partners on a complex topic, make sure those partners retained what they learned, and measure the results.

## JOINING COMPLEX

Unboxed partnered with this large financial services company to explore, build, and implement solutions. We started by evaluating their previous game and conducting discovery meetings to learn about how they use reinforcement training. With this information in mind, Unboxed recommended a portfolio of games that could be customized to fit brand guidelines and user needs. Throughout the development process, the Unboxed team worked closely with our partner to ensure the games hit the mark for them and their merchant partners.

## THE GAME PORTFOLIO

By combining our wealth of sustainment training expertise with subject matter expert input, we landed on a portfolio of three customizable games with licenses, enabling our client to edit and create additional games in the future. This setup allows them to keep things fresh and keep their learners on



# 47%

## INCREASE IN MERCHANT ENGAGEMENT

“PEOPLE HAVE BEEN LOVING THESE GAMES!”

“IT WAS IMPORTANT THAT THE GAMES COULD BE PLAYED ON ANY DEVICE, ANYWHERE, AND UNBOXED DELIVERED.”

“UNBOXED WAS A PARTNER. THEY UNDERSTOOD OUR CHALLENGES AND OFFERED SOLID SOLUTIONS.”

FOR MORE INFORMATION  
[WWW.UNBOXEDTECHNOLOGY.COM](http://WWW.UNBOXEDTECHNOLOGY.COM)

**20%**  
**INCREASE**  
**IN KNOWLEDGE**  
**TRANSFER**

their toes.

Each game centers on credit and finance knowledge. The games help our client's small and medium-sized business merchant partners better understand credit and finance terminology and speak appropriately when helping their customers with credit. The audience included users that have limited knowledge, to those who need a simple refresher.

## **BENEFITS AND OPPORTUNITIES**

Our client's partners have limited time for training and needed something they could utilize on-the-go. So, we created fun games that are so engaging their learners want to play and find time to do so. What's more, the game portfolio was a relatively inexpensive option that could be easily integrated with their existing Learning Management System.

Additionally, the games we built came complete with in-depth analytics and leaderboards that enabled our client to track and measure performance, identify knowledge gaps and trends, and play on the competitive nature of their partners.

## **IMPACTFUL EXPERIENCES & RESULTS**

The game portfolio now allows our client to

**The Way Things Work For \$600**

**IF APPROVED, CUSTOMERS CAN USE THEIR CREDIT ACCOUNT AT THIS TIME**

**When is...?**

- Immediately and again and again, up to their credit limit
- Immediately, but only on one purchase
- In 3-5 business days
- In 7-10 days

## CHALLENGE

FIND A MORE ENGAGING WAY TO HELP THEIR MERCHANT PARTNERS MASTER BASIC KNOWLEDGE OF CREDIT AND FINANCE, REDUCE RISK, IMPROVE CUSTOMER EXPERIENCE, AND ULTIMATELY HELP THEM BE MORE CONFIDENT AND SUCCESSFUL.

## SOLUTIONS

- TRAINING GAMES:  
*JUMP, JEOPARDY, TRIVIA*
- CUSTOMIZED GAME BRANDING

train their partners on the basics of credit and finance in a fun, engaging way that can be easily modified and updated based on in-depth analytics and changing needs.

In the first two months post-launch, the three games saw a combined 4,200 game sessions, 2,000 users, and an 11-minute average session duration. The 11-minute average session duration is a 47% increase in engagement over their previous average. Learners also saw their number of correct answers improve just by playing the games three times beating the typical knowledge acquisition average by 20%.

Moving forward, this financial services company is excited to partner with Unboxed on additional training games.

**DROVE  
RETENTION  
THROUGH ACTIVE  
LEARNING**

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