



# Behavior Transformation @ Play

An introduction

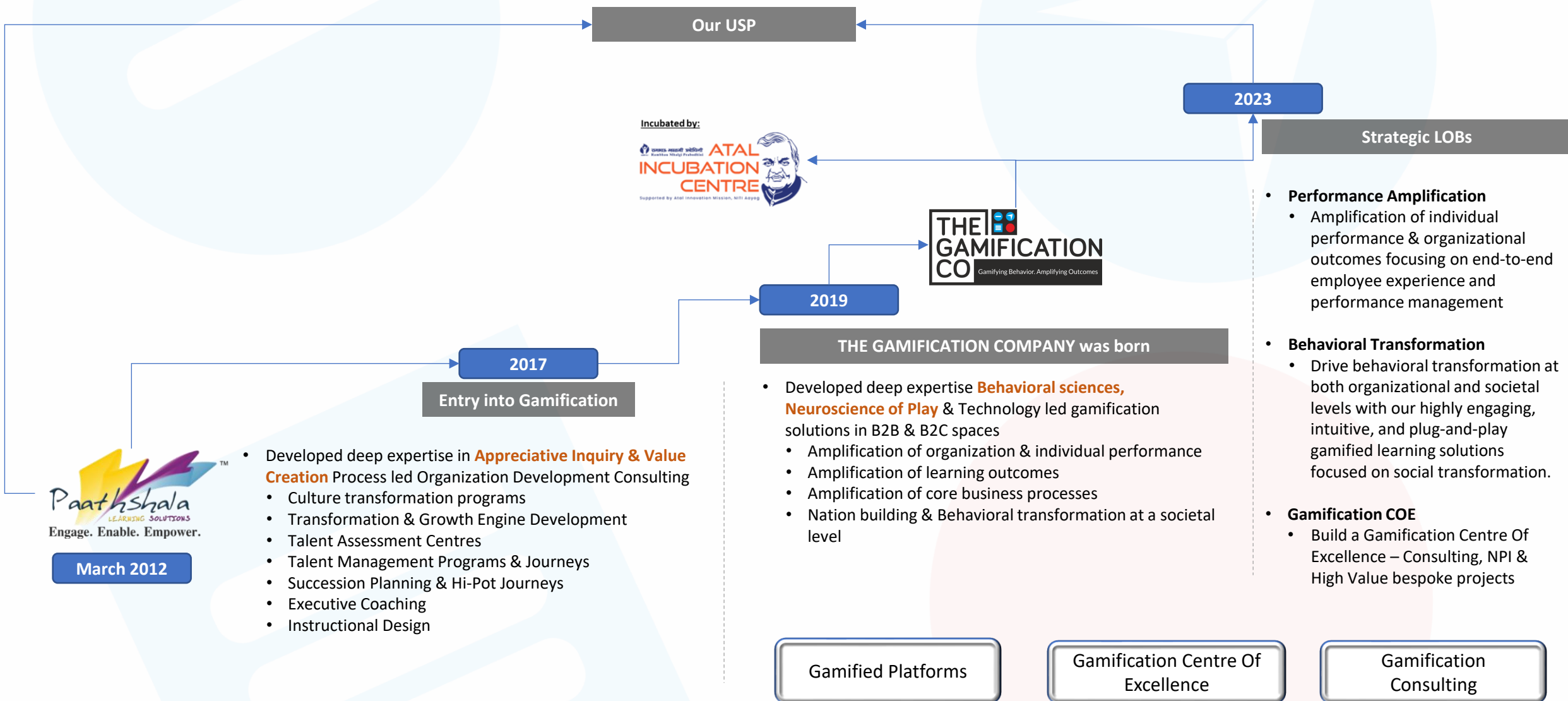
The Gamification Company





**Our identity – A neuroscience of play and  
technology-based ideas and products  
company.**

# Our History – A Story of Discovery & Pivots



# OUR UNIQUE POSITIONING

- Rooted in helping companies and individuals improve performance through innovative learning methods based on a strong expertise in
  - Behavioral Sciences - Appreciative Inquiry, Value Creation Process, Psychometric Assessments etc.
  - Gamification Principles – Neuroscience of Play, Octalysis Principles
  - Organization Development Practices
  - Management Development Program Design & Delivery
  - Behavioral Sciences led Instructional Design
- End 2 End capability to conceptualize, design, develop and deliver complex digital as well as offline products and solutions
  - Transformation & Growth Engine Framework – Johnson Controls India Engineering Center
  - Customer Obsession Culture Transformation Program – Standard Chartered Bank
  - Gamified Smart Device based Learning module on Urban Waste Management System – Bee'ah
  - Values & Behaviours Cascade Program – Deutsche Bank
  - Business Transformation in Engineering & Construction Industry using Gamification – Larsen & Toubro
- Willingness to partner, invest and amplify the program



## Our Lines of Businesses

### Gamified **PLATFORMS**

- Gamifying Employee Engagement & Organization Performance – [Coroebus™](#)
- [nGage™](#) - Gamified Assessment & Learning Platform
- Gamified Learning Management System – [M²OST™](#)
- Gamifying Call Center Performance Management – [Game of Phones](#)
- Gamifying Call Center New Hire Training – [CubiCall](#)
- Cascading Organization Values – [SeTU™ Digital](#)

### Gamification **COE**

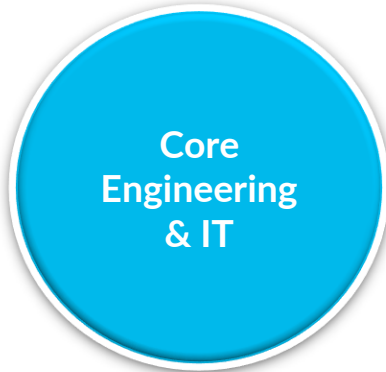
- **Gamified Customer Obsessed Culture Framework – Contact Center Focused**
- **Gamification Strategy Consulting**
- Gamification Solution and Product Ideation, Storyboarding & Design
- Gamification UI & UX Design

### **PLAY TO LEARN™** Series

- **Pop-Up Learning Café**
- Learning Based Board Games – **SeTU™ & Socratease – Problem Solver Toolkit™**
- [Gamified Psychometric Assessments](#)
- Custom-made Gamified eLearning Modules

Gamifying Behavior. Amplifying Outcomes

# Application Diversity



Employee Engagement

Customer Engagement

Business Process Improvement



# Our Comprehensive Solution – EmpXaaS



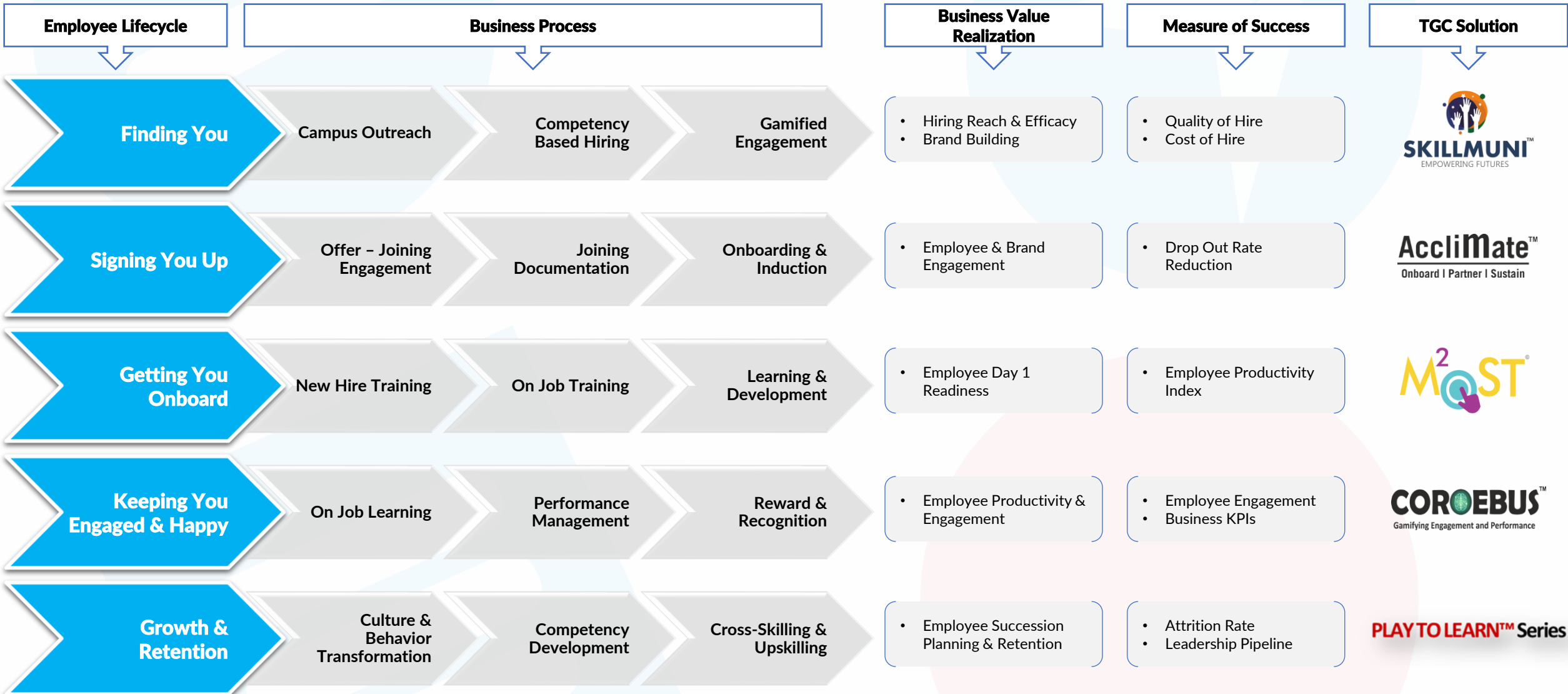
## TGC 'Employee Experience as a Service' Program

A neuroscience of play, behavioral sciences, and data sciences led Phygital Solutions Framework : Designed to amplify employee experience and organization performance





# EmpXaaS Employee Engagement Framework: Holistic or Modular





## PRIME Series

- **Foundational Programs** – Diversity & Inclusion, Service+, Customer Service Essentials,
- **Leadership Accelerator** – First Time Manager, Leading Hybrid Teams & Stakeholder Management
- **Leadership Advantage** – Growth Mindset, Psychological Safety & Women in Leadership



## Consulting & DESIGN



- Transformation & Growth Engine Development
- Hi-Pot Development Program
- Succession Planning Program
- Competency Mapping & Job Role Definition
- Talent Assessment Center Design & Development

## SKILL-LAB Programs

- **Competency Programs** – Cognitive Flexibility, Critical Thinking, Data based decision making
- **Skill based programs** – Negotiation Skills, Influencing Skills, Conflict Management, Time Management etc.

- Appreciative Inquiry based experiential workshops
- Neuroscience of Play based Pop-Up Learning Café
- Gamified Digital Platform based delivery



Delivery **MEDIUM**

# Our Promoters



BESTSELLER™





Let's make the world a better place, together.

