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Gamification Program Ideas to Enhance Customer Engagement for Australian eCommerce Industry



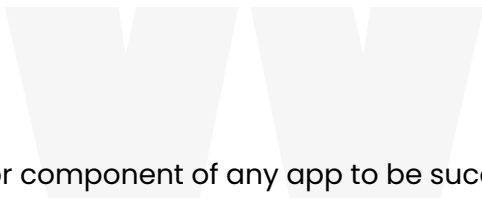
Rohit Singh



VP of Customer Engagement



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Customer engagement is a major component of any app to be successful. The continuous user interaction with the app is basically determined by the user-friendliness of the app. But to keep the interest of the users, the eCommerce businesses in Australia must bring a gamification program on board.

More Reading: [How Gamification in Australia can make Sales Incentives More Fun](#)

[Gamification, when incorporated in the business](#) has proved to stimulate and engage users with a mobile app more regularly. It tends to keep them engrossed and energized. The term gamification in actual life doesn't refer to video games or something like that. It rather is an approach to keep the people engaged. Now, how to gamify an app to increase engagement? There are various ways to do so and some of these are:

1. **Digital Scavenger Hunt with Gamification Program**

The notion behind this is to fetch the game rudiments into your rewards system strategy. For instance, you have an app for an online store. You can think of beginning a contest by hiding a product in the app itself and ask the customers to search that product. To make this game more interesting, you can also offer a discount, virtual currencies or even points for the one who finds the product. This act engages the people more with the app, as everyone tries to be the winner.

2. **Customer Loyalty Rewards**

This actually helps you to monitor the customers who are [engaged with your gamification app](#) the most and persuade them by giving out loyalty rewards sometimes. You can also create a leaderboard on your app, and list your most loyal customers along with their activity progress bar. This will be viewed as an incentive by your active customers, and they will make every possible effort to stay ahead of other users. It's wonderful to gain new users, but retaining the old ones is even more essential.

3. **Polls in a Gamification Program**

Polls are another great way to engage customers with your app. When you execute polls associated with your app occasionally, users do pay attention, participate and are interested to know about the opinions of other people towards the app.

4. **Interactive Troubleshooting**

When the troubleshooting section is difficult to understand, you are liable to lose your customers' interest in your app. You need to understand that the common user might have difficulties in making out the technical jargon, so it is better to use simple language. Try to gamify the complete process turning it into fun, gamify the assessments to spot the customer's trouble and help them with a solution.

5. **Flash Sales**

Conducting flash Sales at unexpected intervals also helps in improving customer engagement. Give a try to the enterprise gamification strategy and you surely will get to see the behavioral change in your audience. As the users are not aware when the flash sales will take place, they intentionally make use of the app on a regular basis.

6. **Social Media**

Finally, possibly the finest way to develop customer engagement for your gamification program is to be active on social networking channels. Enable the users to share things from your app to their social accounts, and on the other hand, you must also manage your social media accounts to promote your app.

To boost the performance of the business and to get a profitable outcome, you may consider implementing Gamification ideas. [NextBee](#) is one of the top providers of gamification program, successfully implementing solutions across various [business verticals in Australian](#). Get in touch with us at the earliest.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

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Contact

NextBee Corporation
155 Bovet Rd Suite 700
San Mateo, CA 94402



Call us now
1-800-547-1618