

# GAMIFICATION OF THE WAREHOUSE

## BEHAVIOURAL SCIENCES DRIVE NEW LEVELS OF ENGAGEMENT

As disruptions like global pandemics and volatile labour markets combine with expectation changes in fulfilment speed and volume, organisations must better understand and engage their workforce to differentiate and excel.

### HUMAN MOTIVATION

Self-Determination theory postulates that humans are driven by three fundamental needs:

- Autonomy
- Mastery
- Connection

All of us want the ability to influence the path to our success. We want to be good at something and enjoy the satisfaction of a job well done. And we want to do our jobs together, with others who can share in our victories and defeats. As humans, we need purpose in our lives, which includes our experiences at work.

In fact, the need for purpose is critical for human beings, and without it, we suffer from serious psychological impacts. Having a purpose, something to focus on and feel connected to, is a key requirement to living a fulfilling life.

The challenge is that only 30% of employees in America feel engaged at work. When you look at employees across the 140+ countries around the world, the number drops to a staggering 13%.

Today, many employers still engage their employees by posting performance ratings on bulletin boards or leaderboards, encouraging face-to-face interactions and promoting subjective rewards programs. These techniques are laborious and inherently dated, and have a limited impact on engaging the growing workforce of digital natives.

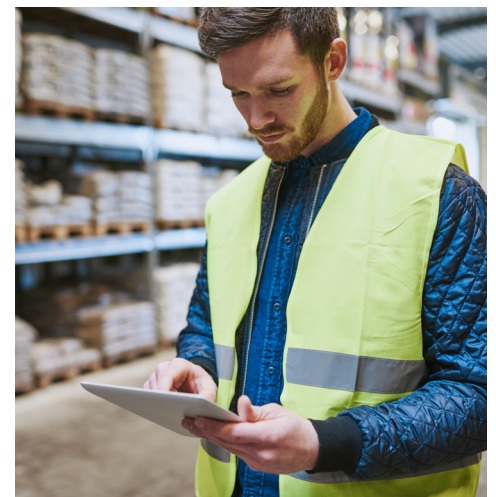
We need a better way.

### UNIFIED EXPERIENCES:

Unified daily task workflow activities like picking, packing and slotting ensure a seamless and intuitive single-app experience for all associates and supervisors.

### CHALLENGES & REWARDS:

Designed to encourage, guide and motivate employees using behavioural theory and gamification techniques that significantly increase individual and team productivity, efficiency and satisfaction.



### EMPLOYEE ENGAGEMENT

Here at Manhattan Associates, we have been hard at work learning what drives us, as humans. Our goal is to better understand what associates need to feel successful and proud of their work and to create tools and processes to encourage and nurture those needs.

With the Employee Engagement technologies within Manhattan Active® Labour Management, we are prioritising and optimising metrics like recognition, feedback, personal growth, satisfaction, relationships with managers and relationships with coworkers.

Employee Engagement uses gamification techniques to unify associates' daily work tasks with dynamic performance recognition, challenges, feedback and rewards in a single app that drives higher levels of motivation and satisfaction than ever before. It aids supervisors, who can spend less time coaching face-to-face because that coaching is automated within the associates' mobile experience.

Manhattan Active Labour Management still measures performance, but now it does so through intuitive, consumer-oriented, mobile experiences. It is designed to encourage, guide and motivate employees using behavioural theory and gamification techniques built into their regular tasking activities, significantly increasing individual and team productivity, efficiency and satisfaction.

A fully engaged workforce is 21% more motivated, productive and satisfied than a disengaged workforce.

### NEW EXPERIENCES

All labour management capabilities are now combined within modern, mobile touch experiences to unify the daily task workflow for picking, packing and slotting, with embedded gamification techniques to motivate associates to strive for and achieve new personal records for performance. Challenges for performance, throughput, tardiness and utilisation can be combined with badges for milestone achievements and rewards points that can be redeemed in a digital marketplace for prizes or for local or corporate rewards.

“Intrinsic motivation is what you want to do because you want to do it, something you want to accomplish. Extrinsic motivation is something you do for a reward, your pay cheque, etc. We found that gamification works best is when you mix the two.”

— Karl Kapp, Bloomsberg University

The introduction of Manhattan Active Labour Management marks the first-ever commercially available distribution workforce engagement application that gamifies the warehouse.

It brings unprecedented levels of motivation, satisfaction and performance to the warehouse work force.

Push Possible®.

#### For more information

To learn more about Manhattan Active Labour Management, contact Manhattan Associates today at +31 30 214 3000 or visit [manh.com/en-nl/products/labour-management](http://manh.com/en-nl/products/labour-management)