

Star Points V1

An explanation of the application of Gamification within Rapport and
Neighbourhood Alert

October 2019



Gamification

Gamification takes the data-driven techniques that game designers **use** to engage players and applies them to non-game experiences to motivate actions that add value to your business.

Gamification was added to the Oxford Dictionary 2011 Word of the Year Short List. Suffice to say, you'll be seeing the word around more and more.



Starbucks rewards its customers with virtual badges for “checking-in” on their SmartPhone when visiting their stores.

This encourages consumers to visit different stores and buy more products.

In 2012, users of ‘MyReward’ totalled 4.5 million, and accounted for \$3bn in sales.



Runners using Nike’s Fuelband to capture data such as distance and time, and to track their progress are rewarded for achieving specific goals and for sharing milestones with other runners.

In 2011 the number of players using Nike’s Fuelband was 5 million.

By 2013 this had reached 11 million.



Through its Monopoly Campaign, McDonald’s increased its sales by 5.6% in USA, with many people engaged in impulse buying just to get tickets.

Does it Work?

The (current) scoring

Star Points ×

Your Star points accumulate throughout the year as a simple guide to reflect how well your engagement with the Target List is working. Points are accumulated on the following basis:

Registrations
(From "Add user", the survey process or from a "Send survey" email)
With email = 1
With mobile No. +1
With Landline No. +1
When email is verified +2

Sending
Any (non-test) Alert = 5 pts
Reach points are gained by your alerts being shared by recipients on social media, forwarded to people and found in search engines.
Note, reach points only apply to messages sent to 50+ people

Appreciation
Any rating received = 1pt
Any reply received & closed = 1pt

Surveys
Completed surveys = 3 pts
Attempts
(Not in, Carded, Deleted, Removed & Send surveys) = 1pt each

No financial reward is or should be inferred by the use of this scheme.

Close

Points are designed to identify and incentivise more granular performance than simple registrations or message sending.

Categories are based on four main elements: Registrations, Message Sending, Appreciation and Surveys.

Currently (October 2019) additional points are given for more fruitful activity such as “verified” registrations and collecting more contact information.

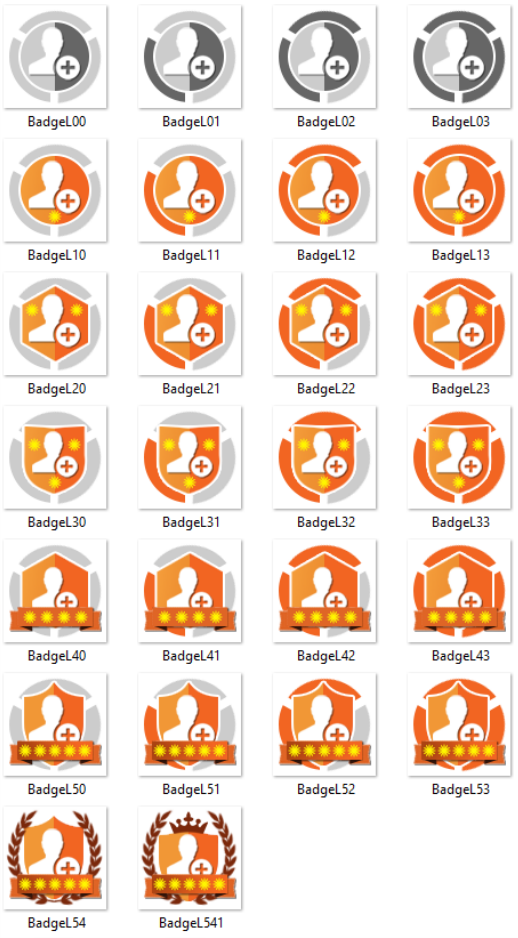
Message sending points include additional scores for messages that are forwarded or shared on social media by recipients.

Appreciation is based on ratings and replies

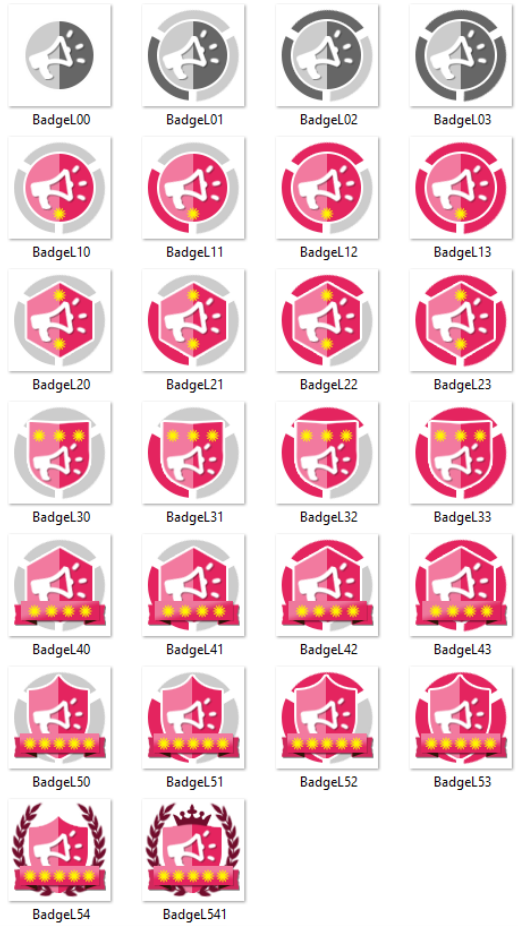
Surveys rewards completed surveys (completing the last question) and for recorded doorstep activity from target lists.

The (current) Badges

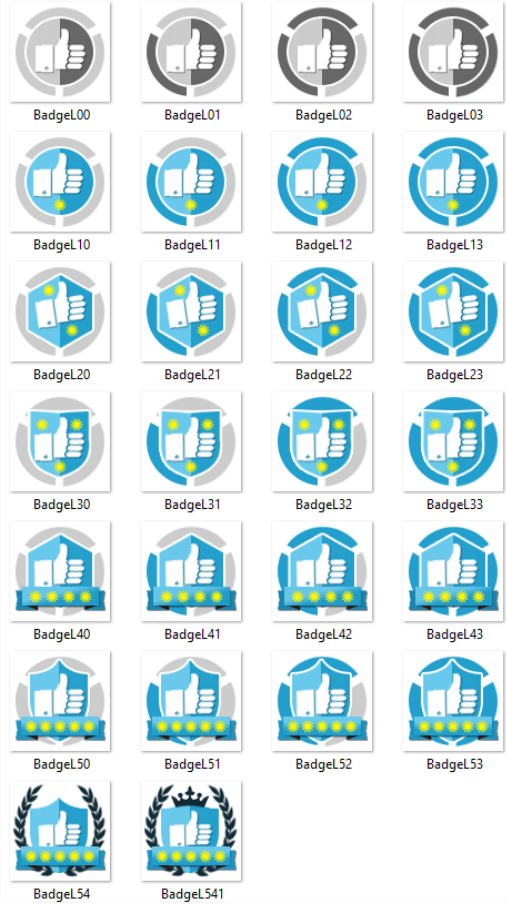
Registrations



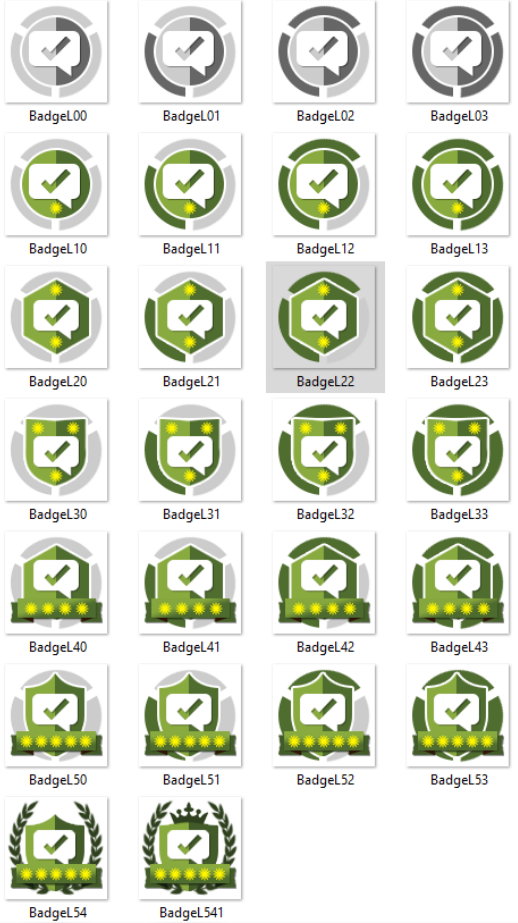
Message Sending



Message Appreciation



Surveys



Overall report

Admin home [?]
Site management [?]
User management
Communications
Opinion gathering
Reports
Audit trail
NPT reports (Beta)
Administrator coverage
Household target list maps
Message sending costs
Message sending overview
Messages sent by month
Database growth report
Rapport signups
Kiosk signups
Messages sent report
Star points report
Administrator options

- In the Reports section of the main Alert admin is a report showing every administrators current Star Points scores
- This report can be “ordered” by any of the column headings and shows the total score of each person.
- All scores run from 1st Jan to 31st December each year.

Admin name	Team email	Quality ↓	Sent	Surveys	Registrations	Total
Darren Bainton	SPOCCommunitiesWithernsea@humberside.pnn.police.uk	263	1150	4609	536	6558
Jonathan Clark	MCA@humbersidefire.gov.uk	175	45	0	0	220
Nicola Mitchell		90	125	0	0	215
Gary Cooksey	spoccommunitiesydneysussex@humberside.pnn.police.uk	73	80	254	102	509
David Cave	SPOCCommunitiesHaverstoe@humberside.pnn.police.uk	69	420	1574	1726	3789
Kevin Jones	SPOCCommunitiesbridlington@humberside.pnn.police.uk	59	125	3	26	213
Sarah Howson		53	50	0	0	103
Michael 8366	InternalCommunications@humberside.pnn.police.uk	52	80	0	0	132
Shane Moody	SPOCCommunitiesNorthLincolnshire@humberside.pnn.police.uk	46	80	747	80	953
Mark Raper	ScunthorpeSouthandRural@humberside.pnn.police.uk	44	395	1086	0	1525
Samantha chandler	Goole@humberside.pnn.police.uk	44	35	324	15	418
Ian Hayes	SPOCCommunitiesNorthLincolnshire@humberside.pnn.police.uk	40	255	943	212	1450
Paul French	SPOCCommunitiesNorthLincolnshire@humberside.pnn.police.uk	40	20	37	0	97
Mark Kelsey	NorthHull@humberside.pnn.police.uk	36	90	971	104	1201
Christina Williamson	SPOCCommunitiesNorthLincolnshire@humberside.pnn.police.uk	34	165	1074	122	1395
Neil Brewer	pickeringpark@humberside.pnn.police.uk	31	80	1034	106	1251
Nicholas Gibbs	SPOCCommunitiesHaintonHeneage@humberside.pnn.police.uk	30	120	344	185	679
Mike Gains	ScunthorpeUrban@humberside.pnn.police.uk	29	225	1614	740	2608

Future ideas and plans

It is our intention to work with participating clients and improve the points scoring algorithms to better reward ideal performance. Please send any additional ideas regarding this subject to V4@neighbourhoodalert.co.uk

Suggested ideas so far include:

- Message Types: rewarding a range of message types to highlight the need for a range / variety of messages rather than the “same old message” being churned out.
- More points for some types of message?
- Renewed form of recipient message rating system (Usefulness, timeliness, Practical messages etc)
- More points for “Issue” based messages (local relevant messages based on survey feedback)
- Where surveys have been entered from paper surveys by staff on limited duties, record who they are being “entered on behalf of” so points can be shared with the person that did the survey.