

Gamification the ideal mechanic for retaining customers, finds Synqera

November 29, 2012



Saint-Petersburg, Russia ([RPRN](#))
11/29/12 — The gamification market is predicted to be worth \$2.8 billion by 2016, demonstrating the huge value of using gaming as a tool for developing loyalty. Retailers who use gamification as a tool for engaging customers will heap

huge rewards in the future, finds technology firm Synqera.

As the global economic crisis continues, brands need to work harder than ever to develop and retain [customer loyalty](#), and they would be advised to use this explosion in gamification in order to stay ahead of their competitors. While many companies are utilising this to engage customers online, for example, via social media sites such as Facebook and FourSquare, a new multi-media [payment terminal](#), SIMPLATE, from Synqera will allow retailers to capitalise on the popularity of gamification while in-store.

SIMPLATE sits next to a retailer's point of sale system and utilises real-time media communications to engage customers during the idle time they are in line or waiting at the check-out. It features a touch screen, camera, microphone and near field communication (NFC) support. By using the device for gamification, brands can interact with customers at this time and reward them with points and prizes, which will enhance their engagement. In

addition, retailers can use the facility for [in-store marketing](#), in order to find out more about customer preferences and interests, to develop more tailored, effective communications in the future.

Kirill Gorynya, CEO of Synqera, comments: “Gamification is a trendy word nowadays. But not by chance: it allows brands to utilise game mechanics to drive engagement and therefore sales, perhaps through rewarding points and badges in return for loyalty. Whilst to date this has primarily taken place online or through smartphones, the introduction of SIMPLATE allows brands to use it to build relationships with customers while they are in-store, therefore significantly increasing their likelihood to be open to such promotional activity.

“There are a number of smartphone apps that use gamification to enhance brand loyalty, but SIMPLATE is the first tool that will allow retailers to engage directly with the consumer while they are in store. Our device also enabled to support various mobile applications turning retail marketing into true multi-channel campaigns.”

For more information about Synqera visit www.synqera.com.

-Ends-

For more information, images or to speak to one of the Synqera team contact one of the Synqera team at Punch Communications on +441858 411600 or +447894561868 or Synqera@punchcomms.com.

Media Contact Name: Kirsty Shaw

Media E-mail: synqera@punchcomms.com

Media Phone: 01858411600

Media Web Address: www.punchcomms.com

Company Web Address: <http://synqera.com/contact-us/>

Main image credits: <http://synqera.com/>

Filed Under: [BREAKING NEWS](#), [Technology](#), [MARKETING](#).

[ADVERTISING, PR, PRESS RELEASE](#)

RUSH PR NEWS newswire and press release services at rushprnews.com /
Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.