Gamification the ideal mechanic for retaining customers, finds Synqera

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Saint-Petersburg, Russia (rushPRnews) 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.

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