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Gamification is a Game-Changer for Businesses as they Undergo Digital Transformation to the New Digital Normal

Q2E Awarded Second U.S. Patent in the Area of Gamification

Cupertino, CA: April 21, 2020—Q2E (Quest to Excel) announced today that they have been awarded their second U.S. Patent in the area of gamification. This new patent is especially timely as companies are grappling with how to quickly make their digital transformation journeys to the new digital normal.

“Digital transformation has been slow to permeate many businesses because it has been driven by leaders as a top-down strategy,” said Q2E Founder Mahesh Rao. “But real transformation only happens when everyone in the organization is engaged and invested, and gamification is an ideal way to do that. Gamification engages both the intellect and emotions and motivates people through rewards and recognition. It is especially effective with remote teams, which is, of course, top of mind for millions of businesses today.”

Rao has always believed in the value of gamification as a tool for changing behavior. He applied for his first gamification patent in 2013 and now holds 16 U.S. and International patents overall. This latest patent covers expanded features, including the ability to pull data from third-party applications like CRM, engineering, sales and operations which can then be used in accumulating and calculating points. Managers and administrators can award points based on real-time, meaningful data. The Q2E platform also includes leaderboard capabilities that are automated and customizable, and an administration algorithm that makes it easy for managers to change criteria as conditions change.

Case in Point

One of Q2E's customers has seen dramatic results by using gamification. A few months after implementing Q2E, this Fortune 100 company discovered that employees were much more efficient and effective, producing higher quality work. In fact, they were so motivated by the gamified competition that many were proactively working on goals beyond their normal duties in order to accumulate points.

Interview Opportunity

In addition to his many patents, Rao is also the author of *Front Runners: Lap Your Competition with 10 Game-changing Strategies for Total Business Transformation*.

To schedule an interview with Mahesh Rao, contact Ellen Pensky at ellen@bumblebeemarketing.net or 925.699.7921

About Q2E

Q2E is a cloud-based platform that helps companies on their digital transformation journey to the new digital normal. Their software-as-a-service Guided Journey™ platform and solutions orchestrate and digitize processes to drive better outcomes. The platform also incorporates gamification to engage team members both intellectually and emotionally, foster teamwork and reinforce desirable behaviors.

Q2E's solutions are used for a wide range of applications that have complex processes and interactions, including onboarding partners and customers, launching products, business planning, and incenting vendors.

For more information, visit: <https://www.q2e.com/>