



### *Atrivity Case Study*

**TUCAPEL celebrates its 80th anniversary in Chile and is betting on digitizing the training of its Sales Managers team using Gamification.**

#### **TUCAPEL**

It is the most important rice company in Chile, and has always been dedicated to delivering quality and confidence to consumers. Its commitment is to produce safe, high quality food products that comply with current regulations within the framework of guaranteed ethical, respectful and honest work.

Tucapel has been part of the life of Chileans for eighty years and through its products always delivers the richness of life.

#### **Atrivity**

Atrivity is Compettia's APP that helps organizations to improve employee knowledge and performance with an innovative strategy that connects in a more attractive way. All this, through game dynamics that promote optimal, fun and measurable learning.

Gamification is a new world trend that helps transmit content, Compettia has the mission to apply this methodology in the training plans of companies that go further with Digital Transformation.

*“Atrivity brought together 236 people who seemed to be competing around a game, but were actually training on new sales strategies”*

*Andrea Pellegrini Folch,  
People Manager*

**Atrivity**

## The Challenges

Tucapel's Sales Managers administer the pillars of a specialized management in distribution, visibility, promotion and price that have determined the growth of the brands in the last few years.

Performance in the field made it difficult to gather all collaborators around a quick update, immediate change of processes and mass communication.

The Trade Marketing department, together with People Management, set out to innovate in order to test whether all training efforts and different communication elements had the expected penetration and to find a traceability of the level of knowledge per person and per region that shows the directly proportional relationship with Sales KPI's.

## The project

To train the fundamental pillars of sales whilst achieving interest and massive participation, it needed a strategy that groups the teams of each region with their respective leaders. It would be the first time that the participants and their teams would be online from their phones.

Leaders and collaborators were invited so that each one downloaded the Atrivity application and entered their specific program. From that moment on, all communications from the headquarters would be received directly through their phones.



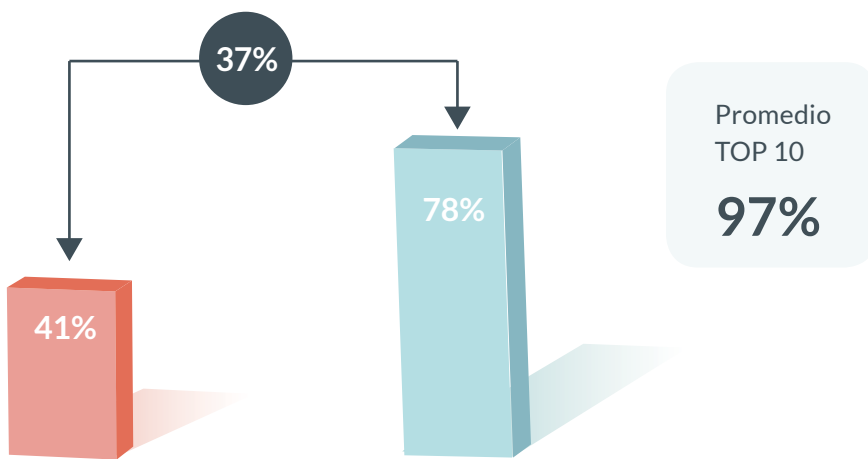
*To give a relaxed space, the formative campaign was called "Game of Rice", which included one of the most loved character of the company, TUK.*

## THE RESULTS

Talking about “Bandeos”, “Cluster”, “Facing”, “Fefo”, etc. generates a language that can be difficult to deal with in traditional readings, however all the merchandising preparation flowed to the point that the repetition of concepts led to a review of the content 3.25 times on average.

This is achieved only by Atrivity’s algorithm that identifies the topics that each participant needs to improve and the microlearning tools such as videos and graphics that reiterate the concepts in order to avoid “the forgetting curve”.

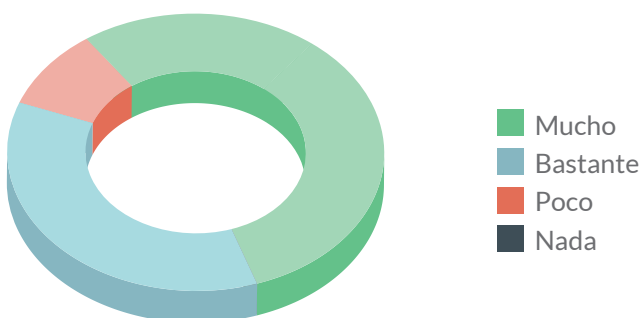
The periodic reproduction in short spaces together with previous learning already anchored in the memory led to an average increase of 37% at the end of the program. It should be noted that the top places averaged 97% of final knowledge.



## THE PARTICIPANTS

Anonymously surveyed about the program, we emphasize that over 98% rated this game format as relevant to their work.

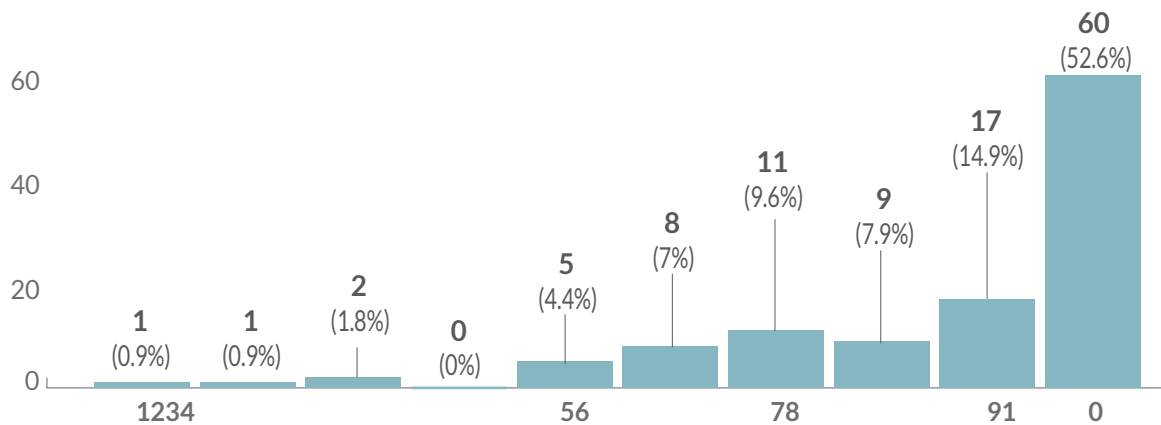
Is the game content relevant to your work?



67.5% recommend the use of Atrivity to their colleagues and coworkers.



Entre 1 y 10, ¿Cuánto recomendarías ATRIVITY a uno de tus colegas o compañeros?



#### THE WRITTEN EXPERIENCE OF SOME PARTICIPANTS:

*“Thank you very much to “Trade Marketing” because it was very creative and helpful, there was a lot of effort behind it...”*

*“I found a very good methodology to inform and train us, they went over and I was very surprised...”*

*“The last few hours were “adrenalinic”, I almost died of a heart attack..”*



# Atrivity



Turn your training material into questions -very easy!



Set up your Atrivity trivia game in minutes



Invite the players, then watch the rankings and everything that's going on while they compete



Reviews and analyzes overall and individual results

***Do you want to achieve more interesting involvement in your trainings?***

**Talk to an Expert**