

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Customer Immersive Experience					
TSC	Game-Based Marketing					
TSC Description	Incorporate game mechanics such as points, levels, badges, challenges, leader boards, and rewards in non-game business scenarios to lower customer acquisition costs and drive customers' engagement as well as loyalty					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-CIE-2003-1.1	RET-CIE-3003-1.1	RET-CIE-4003-1.1	RET-CIE-5003-1.1	
		Carry out project activities related to game-based marketing efforts to drive customers' engagement and loyalty	Manage projects related to game-based marketing efforts to drive customers' engagement and loyalty and report findings on the effectiveness of game-based marketing efforts	Propose and implement game-based marketing strategies to drive customers' engagement and loyalty and define metrics to measure effectiveness of game-based marketing campaigns effectiveness	Formulate game-based marketing strategies to drive customers' engagement and loyalty and monitor the performance of game-based marketing campaigns in terms of return-on-investment	
Knowledge		<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's game-based marketing strategies • Organisation's business goals and objectives • Opportunities of game-based marketing platforms • Limitations of game-based marketing platforms • Factors for desired user experience for game-based marketing • Criteria for evaluating investments in game-based marketing efforts • Suitable development partners for successful execution of game-based marketing strategies • Criteria for improving performance of game-based marketing campaigns 	<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's game-based marketing strategy • Organisation's business goals and objectives • Opportunities of game-based marketing platforms • Limitations of game-based marketing platforms • Factors for desired user experience for game-based marketing • Criteria for evaluating investments in game-based marketing efforts • Suitable development partners for successful execution of game-based marketing strategy • Practices involved in testing games from the user experience point-of-view • Processes involved in preparing reports on metrics to measure effectiveness of game-based marketing • Criteria for improving performance of game- 	<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's game-based marketing strategies • Organisation's business goals and objectives • Opportunities of game-based marketing platforms • Limitations of game-based marketing platforms • Factors for desired user experience for game-based marketing • Criteria for evaluating investments in game-based marketing efforts • Suitable development partners for successful execution of game-based marketing strategies • Criteria for evaluating the performance of game-based marketing campaigns 	<ul style="list-style-type: none"> • Organisation's overall marketing strategy • Organisation's game-based marketing strategies • Organisation's business goals and objectives • Opportunities of game-based marketing platforms • Limitations of game-based marketing platforms • Factors for desired user experience for game-based marketing • Criteria for evaluating investments in game-based marketing efforts • Suitable development partners for successful execution of game-based marketing strategies • Criteria for evaluating the performance of game-based marketing campaigns 	

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			based marketing campaigns			
Abilities		<ul style="list-style-type: none"> • Gather inputs for game-based marketing design and development • Collect information on options for choosing development partners • Perform ground liaison and coordination efforts with appropriate partners for design, development, deployment and distribution of games • Participate in user testing efforts on the games in terms of user experience 	<ul style="list-style-type: none"> • Execute on projects related to game-based marketing efforts • Collaborate with internal cross-functional stakeholders to gather inputs for game design and development • Research and recommend options for choosing potential development partners • Conduct testing of games from the user experience point-of-view • Prepare and present reports on metrics to measure effectiveness of game-based marketing efforts • Facilitate efforts to collect inputs and make suggestions to improve performance of game-based marketing campaigns 	<ul style="list-style-type: none"> • Translate organisation's game-based marketing strategies to game-based marketing implementation plans • Demonstrate appreciation of the mechanics of game-based marketing, the opportunities and limitations of game-based marketing • Propose desired user experience parameters for the games to be developed • Assess and recommend investments in game-based marketing efforts aligned with business goals and objectives • Review and recommend appropriate development partners for successful execution of game-based marketing strategies • Define and review metrics to measure effectiveness of game-based marketing campaigns • Generate recommendations to improve performance of game-based marketing for the organisation 	<ul style="list-style-type: none"> • Translate organisation's overall marketing strategy to game-based marketing strategies • Advise on the mechanics of game-based marketing, the opportunities and limitations of game-based marketing platforms • Define desired user experience for games to be developed • Evaluate and approve investments in game-based marketing efforts • Select appropriate development partners for successful execution of game-based marketing strategies • Evaluate the performance of game-based marketing campaigns 	