



Customer Solution Case Study



Aon Hewitt increases employee performance with business gamification

Customer: Aon Hewitt
Web Site: www.aon.com
Customer Size: 72,000 employees
Country or Region: United States
Industry: Financial Services

Customer Profile
Aon Hewitt is a provider of human capital and management consulting services headquartered in the United States in Lincolnshire, Illinois. From 500 offices in 120 countries, it provides consulting, outsourcing, and reinsurance brokerage services.

Virsera Software and Services

- SpurGo
- SpurGo Coach

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“SpurGo helped shine a light into the dark corners of important things we don't like to manage on a day to day basis.”

Steve Voss, Partner, Aon Hewitt

To address lingering business operations imperatives and motivate employees to greater performance, Aon Hewitt turned to business gamification using SpurGo and SpurGo Coach. By gamifying critical tasks necessary to support investment consulting clients, Aon Hewitt saw 99% of employees choosing to engage, saved two Sr. Partners \$12,000/month in operational costs and improved critical employee profile system updates from 62% to 94% completion rate. End of game survey of 150 players reflected 63% of respondents indicating the game motivated them to complete their tasks faster.

Business Needs

As a management consulting company, Aon Hewitt understands that their most critical deliverable is client satisfaction. In order to provide that type of premium service, Aon employs over 70,000 people to deliver comprehensive consulting, analytics, management and recommendations to business clients. The United States investment consulting

practice is responsible for working with public pension funds, corporations, foundations, and not for profits with total assets in aggregate of two trillion

dollars. For years, each division of Aon Hewitt has focused on a subset of clients to ensure superior results. As a result, presenting the full library of available service offerings at the right time has presented a challenge. In addition, the primary contacts for each Aon service offering has been limited to “tribal” knowledge due to the company’s size.

The Aon Hewitt United States Investment Consulting Practice sought for a better way to motivate its employees to reach across the aisle, update their internal profiles, and ensure accurate billing information in a timely manner.

“How can I get out of this vicious cycle of micro-management and into something constructive, creative and fun that basically runs itself?” Steve Voss, Partner, Aon

The partners in the investment consulting arm of Aon Hewitt spent approximately 10 hours each month simply reminding their employees to complete several things: partner with other divisions when opportunities arose with clients; ensure their internal profiles were up to date, and submit proper billing forms on time. This was administrative work that yielded inconsistent results and reflected lost time that could be spent with clients and strategic roadmap development.

In the ever increasing competition for screen-time, the partners at Aon Hewitt investment consulting needed a way to get their priorities front and center with the entire department of 150 employees. In addition, the consultants, analysts and administrative staff worked with little idea of how they were performing relative to their peers which resulted in biased self-assessment and plateau.

Solution

Based on consistent, historical needs of his organization to partner with complimentary service divisions, ensure timely reporting and providing accurate profile information to the rest of the company, Steve Voss, Partner at Aon Hewitt broached the idea of gamification. "These are things that our organization cares about that we historically deprioritize."

After an exhaustive search, Aon Hewitt chose SpurGo to provide the gamification platform to solve these needs. Steve Voss, "SpurGo provided the most flexible platform to make the game our own." By creating 10 teams of 15 players each, Aon started a SpurGo game that pitted each team against the other with awards for top team and top overall points earner by role. Jacob Punnoose, Assoc. Partner, said, "When I first looked at this I was skeptical. I didn't think it would move the needle. But it worked."

Benefits

By using SpurGo, Aon Hewitt is gaining benefits including:

- **Increased Time Reporting.** In the prior quarter, only 51% of the people submitted their reports on-time. During the game, it increased to 81%. Out of that group, the people who were historically poor at submitting their time (the bottom 10%) averaged getting their timecards in on time just 12.5% of the time. For period the game was played, it increased by 41.5% to 54%. Jacob Punnoose, Assoc. Partner, "The game itself served as a self-managing tool."
- **Updated Profiles.** For the past two years, the investment consulting division has been asking their teams to update their internal profiles in order to make it easier for other division to contact the right associate for partnering opportunities. Prior to SpurGo, the percentage of profiles containing accurate information stood at just 62%. Steve Voss, "The CEO was asking people do this consistently and it just wasn't happening." By the end of the first SpurGo game there was a 94% completion rate in updated profiles.
- **Increased Client Service Opportunities.** One of the key tasks in the SpurGo game was for the players to cross sell Aon Hewitt services by introducing existing customers to complimentary Aon products, if applicable. This has been a consistent ask on the part of leadership for years, but tracking this metric has never been easy or consistent. By adding this component as one of the game tasks and allotting a significant point value, Aon saw 87 instances where employees were partnering with other Aon divisions to propose a new service to clients.

Steve Voss, Partner, "We could finally put a metric value to what we're capable of and now we can set achievement goals and easily track with SpurGo using historical reporting."

SpurGo

SpurGo is a web and mobile based business gamification platform. It is designed to act as a "light skin" over your business tasks and goals. Game setup is as simple as determining your key tasks, weighting them based on importance and inviting your team to play. SpurGo's patent pending scoring algorithm motivates players to complete tasks on time and ahead of time while introducing fun competition into the workplace. Real-time and historical performance reporting is included.

SpurGo integrates with Active Directory and OAuth for single sign-on and can read data fields from any other systems (ERP, CRM, database, etc.) with exposed APIs.

SpurGo Coach is a consulting service whereby a Virsera employee will curate the game experience. The Coach works with customer to provide game set up, guidance, communication, customized reporting and analysis.

For more information, a demo or a pilot, please contact us at: info@virsera.com

"The competition made people go nuts. People I never expected to hear from were asking me what they could do to accomplish their tasks faster for more points." Jacob Punnoose, Associate Partner, Aon