



IMPLEMENTATION TIPS FOR QUEST AND LEGEND

To maximize the playing – and learning – experience of Knowledge Guru's Quest and Legend games, you need to do two things well:

- Spark learners' interest so they take action to login or register to Knowledge Guru and get started. If learners will play Quest on a mobile device, they will also need to download the mobile app.
- Provide clear directions on how to access Knowledge Guru and get started with Quest or Legend.

We recommend using this implementation timeline:

Timing	What to do
2 weeks before desired launch	Formulate a communication plan that includes at least three to five messages about Knowledge Guru, using a couple different channels. Consider a launch meeting, email drip program, posters, text messages, Chatter within Salesforce, manager messages, etc. Get creative and plan on multiple messages rather than just one.
1 week before launch	Implement plan by sharing out pre-launch "teasers."
At launch	Invite reps to register for and play game; provide instructions.
1 day post launch	Send follow-up invitation, including instructions again.
Weekly throughout game play period, typically 3-4 weeks' time	Monitor play by reviewing reports that are part of Knowledge Guru; offer encouragement. Call attention to leaderboards via status email messages.
After most players achieve mastery	Summarize results; give accolades.

How to Spark Interest

Think about your target audience. How many of these are true for them?

- The game is "required" by someone, and someone will be verifying their completion.
- They enjoy games and are intrigued by playing.
- They are competitive – and like visible evidence of a competition, such as a leaderboard.
- They love anything that gives them more information about themselves and how they are improving over time.
- They want quick hits that reinforce key knowledge or skills that improve selling abilities.

Take time to assess players' starting motivation – and be honest about what that motivation is likely to be. Your answers can help guide you in planning your implementation and choosing the best strategies



for your audience. If the sole motivation to play is “because we have to,” you need to put more thought into your strategy. If Motivators 2-5 above exist for them, you need only make sure you provide clear directions on how to access Knowledge Guru – and make sure you repeat those directions so everyone “hears” you. If most of these motivators are absent, your strategy will need to go further.

Pre-launch message ideas

- Plan a series of three to four provocative emails to serve as teasers. Use short, creative subject lines that will appeal to your targets. Teaser subject lines could include:
 - Complete your Quest and unlock knowledge.
 - Are you a Guru?
 - Join the ranks of the masters.
 - Climb to the top of leaderboards.
- Include visuals of the Quest or Legend app in your messaging, particularly leaderboards or the dashboard. People respond better to visuals than to lots of text. Keep text portion of your message short and provocative.
- If game-based solutions are new to your organization and people are skeptical, consider offering prizes to underscore the significance of playing. The leaderboard makes it easy for you to award prizes for various things such as biggest leap in rank over two days’ time or top of the leaderboard on a given day. This keeps players on their toes throughout your play period. Prizes do not have to be big ones.

Once the game launches

Send a clear message that explains how to gain access to Quest or Legend. Here’s a sample you can modify:

Subject: Start your quest for knowledge on <insert your topic here>

Dear Learner,

You’ve heard about it; today it’s available! Begin your Quest for knowledge on <insert topic> now. Get started in three easy steps:

Step 1: Access the browser on your phone (Chrome, Safari, etc.). Use the URL provided to register for the Quest game and create a Knowledge Guru account. Knowledge Guru is the platform that powers the Quest game. Here’s the URL:

- <Insert game URL here.> It will be something like:
www.kguru.co/YourGameName/

Step 2: After registering, you will be automatically directed to a link where you can download the mobile app to your phone. This app lets you access Quest on your phone for maximum ease of use.

Step 3: Start playing to build mastery. Replay levels as often as you like to earn a three-star rating and move up on the leaderboards.



Be prepared to resend a variation of the message 1 or 2 more times to ensure all learners see the email. Monitor Knowledge Guru's analytics to verify that players are getting registered and playing.

Throughout the active play period, monitor player progress. Acknowledge players' efforts and recognize top scores and engaged players.

Share out final results. Use the reporting capabilities within the Game Administration tool to share relevant results, including the learning objectives your group did best and worst at.

If you have some form of regular sales communication tool, use it to profile top performers and acknowledge their efforts.