


# Chapter 8

## Global Customer Engagement Through Gamified Mobile Apps and Virtual Experiences

**Kajal Chauhan**

 <https://orcid.org/0009-0006-5000-8264>

*Lloyd Business School, Greater Noida, India*

**Krity Gulati**

*Lloyd Business School, Greater Noida, India*

### **ABSTRACT**

*This chapter focuses on customer engagement based on the use of gamified mobile applications and virtual environments across the world while responding to the study's research question of how these technologies improve customer engagement and loyalty. Building on previous research, employing a systematic literature review and analysing case studies, the research investigates latest trends in the use of mobile applications and the impact of gamification in various sectors. Key outcomes show that individual incentives, social comparisons, and virtual environment increase engagement rates, especially with the young audience. The assessment of the given apps also emphasizes the necessity to adapt designs for different cultures and points that there is a constant need for development of new approaches to the process of gamification. Finally, the chapter posits that gamification when incorporated with strategic purpose can enhance the fellowship between customer and business, consequently delivering better results thus, providing a guide for businesses that aim to utilize these tools.*

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# 1. INTRODUCTION

International customer communication on the other hand is defined as the manner and approach used by these firms to establish and maintain relationships with customers in different parts of the world. It includes all the contacts that brand create with its customers intending to foster loyalty, satisfy the consumers and consequently make sales. This paper recognizes that with the globalization of markets, managing customer relations globally is a significant test to success in today's cut throat markets.

As a recent phenomenon, the use of gamification has been an effective technique in improving customers engagements by incorporating game mechanics in non-video game environments. Including the features like points, rewards, challenges, social sharing businesses can design experiences that are exciting to customer. In addition to influencing people into participating in the process, the approach also leads to a sense of accomplishment to the users and hence, higher likelihood of brand commitment. Therefore, gamification is being used as a critical element in the strategies to create effective marketing and customer services.

Today, smart applications for mobile devices and virtual/mixed reality are critical to engaging customers worldwide. The advance in information communication technology such as smartphone and the internet is therefore presents business with the opportunity to access customers at anytime and at any place. Mobile application helps to communicate directly and establish a loyal audience through offering and buying simple processes, while virtual scenarios, including AR and VR, design an engaging space for customer familiarization. Altogether, these technologies do not only enhance the customers' experience, but also let the brands, the gathering of the crucial information which can be used for enhancing the further engagement.

*Figure 1. Customer journey map*



In this paper, thus, the Customer Engagement Cycle, illustrated in Figure 1, has been used to depict forces in play over the lifecycle of customer engagement. This figure represents a Customer Journey Map that enlightens clients on the process

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