

Chapter 6

Game On: Cutting Edge Gamification Techniques to Boost Service Quality and Maximize Ecosystem Engagement

Vikas Kumar


Mittal School of Business, Lovely Professional University, India

PB Narendra Kiran

 <https://orcid.org/0000-0002-9883-3240>


Christ University, India

Pinnika Syam Yadav

 <https://orcid.org/0000-0003-4954-1273>

Christ University, India

Ashok Malhi

 <https://orcid.org/0000-0001-9756-5865>

Mittal School of Business, India

Deepak Bisht

Mittal School of Business, India

ABSTRACT

This chapter explores gamification's potential to enhance service quality and maximize ecosystem engagement. By utilizing game mechanics like points, badges, and challenges, organizations can create immersive experiences that boost productivity, loyalty, and customer satisfaction. Through case studies, the chapter highlights successful gamification implementations and best practices. It also addresses

DOI: 10.4018/979-8-3373-1235-4.ch006

psychological and behavioral aspects, emphasizing personalized experiences. Ethical considerations and potential pitfalls are discussed to provide a balanced view. Ultimately, the chapter offers a roadmap for leveraging gamification to drive meaningful engagement and improve service quality.

1. INTRODUCTION

The field of services management is undergoing a period of change on a global scale. Companies in service industries are under intense pressure to perform more and innovate faster, supplying a range of customer services that increasingly draw on the configuration of other, complementary services. Service quality is a critical aspect of the competitiveness of service systems and is the focus of considerable research in this landscape. Gamification has emerged as a powerful tool to enhance service delivery and improve customer engagement (Dmytriyev et al., 2021). By integrating game-like elements into service processes, companies can motivate employees and incentivize customers to participate more actively in the service ecosystem (Sugiarto & Octaviana, 2021). Repeated and systematic efforts have been observed among firms to assess their service quality with new measurement scales and methods and improve it by implementing various management interventions (Kim, 2021). Moreover, these interventions have included vertical and horizontal integration, restructuring more efficient service delivery systems, and, most recently, nurturing and utilizing service ecosystems. A rapidly accumulating knowledge base corresponds to these different aspects of service quality, and an open and persistent inquiry into their substance and significance (Pettinico, 2018). However, managing service quality remains difficult in real-world settings, especially in the face of continuous innovation and transformation of the kind described. Accordingly, service industries in different contexts continue to grapple with the sustainability of service quality in the face of disruptive change (Subiansyah & Matoati, 2023).

Although the more successful service quality management cases draw on elements common to any context, particular cases face specific challenges not adequately accounted for by existing theory, or their approach to managing service quality draws on untapped resources, remnants, or unique cultural features (Sharma et al., 2022; Ullman, 2023). As service industries continue to innovate and mature, new challenges and opportunities for service quality management are constantly emerging. Hence, an effort has been made to expand the possibilities available to practitioners and researchers (Marougkas et al., 2023). During a research visit to the Service Research Center at Karlstad University in the fall of 2012, the idea of a special issue on service quality management began to gestate (Pandey & Yadav, 2023). At that time, some attention was drawn to the lesser variability between

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/game-on/391201

Related Content

Embracing Simulations and Problem-Based Learning to Effectively Pair Concepts of Aeronautics With Flight Safety Training

Ioanna K. Lekeaaand Dimitrios G. Stamatelos (2022). *Handbook of Research on Cross-Disciplinary Uses of Gamification in Organizations* (pp. 533-552).

www.irma-international.org/chapter/embracing-simulations-and-problem-based-learning-to-effectively-pair-concepts-of-aeronautics-with-flight-safety-training/296462

Advertising, Marketing Communication, and Digital Games: A Research on the Transformation of Brand Placement

Esmá Gökmenaaand Tuçe Karaca Özdemir (2026). *Gamified Approaches to Advertising and Marketing Communication* (pp. 1-44).

www.irma-international.org/chapter/advertising-marketing-communication-and-digital-games/404864

Artificial Intelligence in Video Game Advertising: Opportunities, Challenges, and Academic Perspectives

Burak Çeberaaand ükrü Yanmaz (2026). *Gamified Approaches to Advertising and Marketing Communication* (pp. 141-182).

www.irma-international.org/chapter/artificial-intelligence-in-video-game-advertising/404868

How to Gamify E-Government Services?: A Taxonomy of Game Elements

Ruth S. Contreras-Espinosaand Jose Luis Eguia-Gomez (2022). *Handbook of Research on Cross-Disciplinary Uses of Gamification in Organizations* (pp. 86-104).

www.irma-international.org/chapter/how-to-gamify-e-government-services/296441

Transformative Learning in Higher Education: Unveiling the Impact of Innovative Teaching Strategies Through the Games of Marketing

Tamara Guerrero Gómez, Juan Miguel Alcántara Pilar, Álvaro J Rojas Lamorenaand Eugenia Rodríguez López (2025). *Game-Based Education Approaches to Inclusive Business Management* (pp. 207-238).

www.irma-international.org/chapter/transformative-learning-in-higher-education/358638