

## Sample Program | Train Workforces

### Description

Engagement Period: 12 months  
Avg. Monthly users: 1,000

#### Program:

A one-week challenge takes place each month for a year. A “challenge” is a one-week engagement where users compete to win the most points, and the winners are awarded at the end of the week. User engagement occurs over a 12-month period, with another three months added for development, setup and reporting. This ongoing learning reinforcement program includes over 370 individual deliveries of content: including educational information, announcements and inciting group tasks. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **engage your workforce and reinforce key training through repetition so it is measurably retained.**

### Price Options

DIY:

**\$44,730**

PREMIUM:

from **\$88,920** to **\$133,985**



*For our company, the intent was to reinforce compliance...and help maintain good standing with regulatory agencies. I think Ringorang, for that purpose, is a fantastic tool. Ringorang made me look into things a little deeper. There were many individuals in our company who knew almost nothing about compliance; yet toward the end of the program were scoring VERY high.*



**Mike Olson**, Sr. Info Security Analyst, Puget Sound Energy

## Scope

---

### One Week-long Challenge Each Month for One Year

- 7 days engagement per Challenge: 5 weekdays of Live Qs (Mon – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 25 Live Qs delivered per Challenge (avg 5 Live Qs/day for 5 weekdays)
- Basic Incentives Package\*:
  - Give away 5 x \$10 giftcards each day, awarded at random
  - \$60 combined value in giftcards to top three on leaderboard
  - \$100 value or greater prize given away to sweepstakes winner of each challenge
- **15 months total project period:** 2 months development/setup period + 3 months user engagement + 1 month reporting and recommendations.

*\*Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

## Value

---

### Target Goal: Instill Critical Processes and Culture Change

- Push engagements to keep your training [Topstacked](#) in your workers' minds
- Capture ongoing data on knowledge, skills and attitudes -- in real-time
- Diagnostically determine strengths and weaknesses and make dynamic changes
- Deliver time-limited tasks, with light competition, to bring training to life!
- Drive workers to develop habits on where to reference information in the future

### Engagement Value:

300 questions

48 in-app notifications

24 emails

---

372 engagements with each of **1,000 users** over 12 months

## Pricing Options

	<u>DIY</u>	<u>Premium (range)</u>	
User Fees*	\$38,760	\$38,760	\$38,760
Services	\$900	\$40,500	\$77,625
Incentives/Prizing	\$5,070	\$9,660	\$17,600
	<b>\$44,730</b>	from <b>\$88,920</b> to <b>\$133,985</b>	

\* The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

## Who Buys This?

- Corporate Mgmt
- Trainers
- Change Mgmt
- Human Resources
- Compliance

### Use Ringorang to...

- Cut above the clutter of typical email and messaging pings
- Educate workers measurably, and learn from them in real time!
- Incentivize sufficient repetition to establish habits
- Capture data that verifies recall, **without taking time away from their daily routine**
- Bring training material to life with a fun, socially active format

## Recommendations

**Hot tip!** **If you're in charge of training or change**, why allow all that investment drain away down the Forgetting Curve? The cost of forgetting is usually left unmeasured. Now you can get control of it before it occurs:

- **Use your first month's challenge (#1) as baseline diagnostics.** You'll start by applying our Loss of Recall metric to assess baseline. Then run the first Ringorang challenge to assess first level of reinforcement and identify strengths and weaknesses.
- **Use Challenge #2 - #3 to shore up weaknesses.** Put emphasis on content that showed weak performance and reduce emphasis where your workers are strong. [Topstack](#) key concepts and repeat them to measure they are being recalled.
- **Use Challenge #4 - #8 to drive deeper levels of awareness and also verified actions.** Use Ringorang's gamified format to inspire workers to undertake tasks, make them fun and lightly competitive, and then reward them for verifying completion.
- **As habits are gradually built, reduce emphasis on prizing and increase emphasis on employee performance reviews.** The extrinsic rewards of Ringorang's gamification and micro-interactions are designed to stimulate recall, not the complete cycle of learning. As recall sets in over cycles of repetition, the user applies what they remember to practical and creative tasks, which leads to learning and habit. The reward transfers from that of prizing to that of accomplishment.
- **Use Challenge #9 - #12 to maintain and reinforce habits, as well as update on the progress of change.** Once you have built a responsive workforce that is tracked on the change process, it's a matter of regularly reinforcing and updating to stave off any slippage.