



Business Insurance Game

# COMPETITIVE GAME TOWARDS BIG ENGAGEMENT

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## Italian insurance scenario

All digital training provided is mainly focused on **professional contents**

It is necessary due to **mandatory training restrictions**

### Research problem

Afford a realistic business simulation with **medium budget**

Provide a wide and specific **evaluation model**

### What is important

Evaluate the **impact of all players' decisions** in the chosen strategic and economic model

Provide a wide and global **comparison** to all players' decisions **on all variables and indicators**

# Business Game Scenario

- ❖ Business Games are Edutainment tools that can help participants sharpen their own **business management skills** without any real-world consequences
- ❖ Business Game method is not new to **training situation** and it is generally deployed with experiential learning as typical **simulation used in group challenges**
  - ❖ <https://www.businessnewsdaily.com/10717-best-business-simulation-games.html>
- ❖ Gamification is typically used as points, badges, status, progression, leader boards, rewards, and so on, that provides an immediate **motivation**, but only **partially involves learning**
- ❖ Business simulators generally require **high investments** in design and customization, and some also use rich multimedia level ad VR
  - ❖ C. Elliott, J. Guest, E. Vettrai. (2021) Games, Simulations and Playful Learning in Business Education. EE Elgar



insurance



BIG

# Business game global goal and target needs

The world of **insurance agencies and network** is a **constantly evolving world** in which training plays a key role to ensure correct professional behaviors.

The aim of Business Insurance Game (BIG) is to offer a **new and more effective training experience**, in which everybody can make strategic decisions, solve budget problems, manage employees, increase sales, exploring the consequences in a simulated environment.

Living an **intense and engaging learning experience** is a better way to **understand their own skills and weaknesses** and at the same time being able to **be certified** under Ivass-mandatory professional guidelines.

# What is Business Insurance Game (BIG)?

BIG is the acronym of **Business Insurance Game**: a new, innovative and **effective learning experience on professional goals and strategy, decision-making, problem-solving skills.**







**It is a collaborative and competitive learning experience**, which is held in presence or in digital webinars by a moderator and carried out in small groups of participants.

**It simulates business decisions** to win the group competition, while reflecting on assets, variables and criteria that rule a peculiar business activity and professional role expectations.

# Game mechanics

## RULES

- 8 teams (3-5 participants), playing competitive insurance agencies
- Results are related to possible sales of 4 insurance products
  -  Car insurance
  -  Casualty insurance
  -  Life Insurance for family
  -  Life Insurance for business
- Same initial budget and market information
- Strategic choices on:
  - human resources
  - operations
  - marketing
  - pricing

The higher the competitiveness is, the more it means that the agency is well "equipped" to successfully market its products

## RESULTS AND EXPLANATIONS

After each round groups' ranking is exposed and provide suggestions for increasing quality level of decisions.

Even if the perfect choice doesn't exist, better results are given to coherent strategies.



## ASSESSED INDICATORS & RANKING

Final score is calculated on indicators of performance, as a comparison of player's different strategies like in real marketplace.

Numerical success index depends on performances related to:

- quality of service
- customer acquisition
- competitiveness of pricing



















# Decision interface

**PAZZA COPERNICO** **BIG** **Business Intelligence Game** **Team: Team1** **Budget residuo 30.233** Round: 0 1 2 3 **salva conferma esci**

**Dashboard**

- Risorse Umane
- Operation**
- Marketing
- Pricing
- Tutte le leve

Livello di gestione del cliente (RCA)	 	Basso
Livello di gestione del cliente (Responsabilità Civile)	 	Basso
Livello di gestione del cliente (Fondo Pensioni)	 	Basso
Livello di gestione del cliente (Responsabilità Professionale)	 	Basso
Apertura nuova sede	 	Ferzano
Personale nuova sede	 	Sub Agente e Assister
Analytics	 	No
Innovazione organizzativa	 	0 Euro

**Decisiones**

**Budget estimate**

Previsione	
Investimenti	0
Investimento personale nuova sede	0
Budget residuo	30.233
Investimento sul livello di gestione del cliente	0
Investimento nel livello di gestione del cliente per prodotto (RCA)	0
Investimento nel livello di gestione del cliente per prodotto (Responsabilità Civile)	0
Investimento nel livello di gestione del cliente per prodotto (Fondo Pensioni)	0
Investimento nel livello di gestione del cliente per prodotto (Responsabilità Professionale)	0
Investimento in innovazione organizzativa	0
Investimento in analytics	0

# Investments recap

## Dashboard

Risorse Umane

Operation

Marketing

Pricing

Tutte le leve

### Risorse Umane 5

Rappel (RCA)	Medio
Rappel (Responsabilità Civile)	Alto
Rappel (Fondo Pensioni)	Medio
Rappel (Responsabilità Professionale)	Alto
Sub Agente	Nessun pr...
Potenziamento della struttura interna	No
Formazione sul prodotto	No
Formazione trasversale	No

### Marketing 5

Modello di business (RCA)	Online	
Advertising tradizionale (RCA)	0	Euro
Digital Advertising (RCA)	0	Euro
Partnership commerciali (RCA)	0	Euro
Modello di business (Responsabilità Civi...)	Misto	
Advertising tradizionale (Responsabilità ...)	0	Euro

### Operation 5

Livello di gestione del cliente (RCA)	Basso	
Livello di gestione del cliente (Responsa...)	Basso	
Livello di gestione del cliente (Fondo Pe...)	Basso	
Livello di gestione del cliente (Responsa...)	Basso	
Apertura nuova sede	Ferzano	
Personale nuova sede	Sub Agent...	
Analytics	No	
Innovazione organizzativa	0	Euro

### Pricing 4

Prezzo RCA	300	Euro
Prezzo Responsabilità Civile	45	Euro
Prezzo Fondo Pensioni	600	Euro
Prezzo Responsabilità Professionale	500	Euro

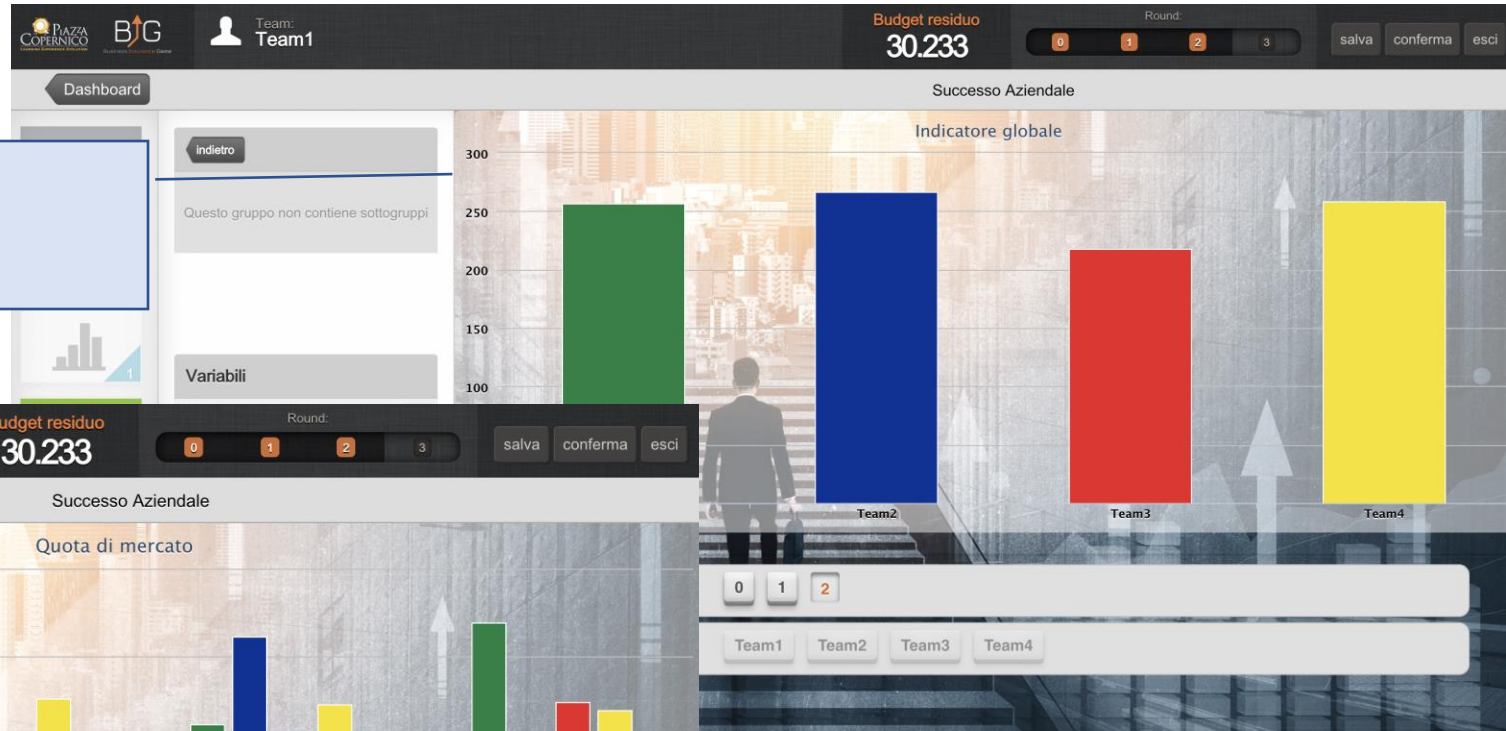
## Previsione

Investimenti	0
Investimento personale nuova sede	0
Budget residuo	30.233
Investimento in digital advertising	0
Investimento sul livello di gestione del cliente	0
Investimento nel livello di gestione del cliente per prodotto (RCA)	0
Investimento nel livello di gestione del cliente per prodotto (Responsabilità Civile)	0
Investimento nel livello di gestione del cliente per prodotto (Fondo Pensioni)	0
Investimento nel livello di gestione del cliente per prodotto (Responsabilità Professionale)	0
Salario nuovo Sub Agente	0



# Results

Final Ranking



Detailed rankings per each indicator and variable

# Stage of development

TRL 9 = Actual system proven in operational environment

The simulation was designed from **scratch**, beginning with an insurance market and analysis on agency business drivers, deriving both from market statistical data and a focus group with a sample of insurance agents.

The economic scenario was studied in a **design team** composed by *insurance experts, instructional designers and management engineers.*

Specific sales performance indicators was designed to become the competition assets.

# Learning Model and motivation drivers

Gamification makes it possible to significantly increase the level of involvement and motivation through **COMPETITION**.

Participation and application during the game are fueled by competing to achieve the same objective



Desire to win

Desire to prove one's own abilities

Desire to lead colleagues to solve the case

***(positive competition)***



# How to use a competitive business game in Learning Paths



# Conclusion

The achieved challenge for instructional designer has been:

- To build a training experience that would exploit the game chance with a "**learning by doing**" approach
- To stimulate **entrepreneurial skills** and a **business global vision**, in a target that is normally accustomed to technical-regulatory training

The main future focus will be set on:

- **Building a Learning Design** around the simulation that really is focused on how to solicit and correctly exploit the maximum engagement to the simulation
- **Inserting the game in a process** that explains to users their achievements and focuses them from a professional point of view, through debriefing activities, coaching between game rounds, or collaborative and active lessons
- applying on correct drivers in **selecting balanced groups**
- **improving the first stage of reading material**, because some participants really don't previously study all information provided, and so they risk not being able to effectively contribute to their assigned groups. Developing multimedia and interactive instruction's manual could be a way of making the information more accessible to users also during the game