



# Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification

*Rajat Paharia*

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**Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification** Rajat Paharia

**Learn the secret to using big data and gamification to motivate, engage, and engender true loyalty among your customers, employees, and partners**

As our lives move online and nearly everything we do is being mediated by technology, all of our activity is generating reams of data – we are all “walking data generators.” *Loyalty 3.0* reveals how to combine this “big data” with the latest understanding of human motivation to power gamification - the data-driven motivational techniques used by game designers to stimulate engagement, participation, and activity. With this potent combination, businesses now have a powerful engine for creating true loyalty among their customers, employees, and partners, and for generating a sustainable competitive advantage in their markets.

*Loyalty 3.0* is a book that will redefine how you think about loyalty, and will open your eyes to the power of data to engage and motivate anyone, anywhere.

**Rajat Paharia** created the gamification industry in 2007 as the founder and Chief Product Officer at Bunchball, which has been recognized as an industry leader and innovator by Fast Company, TechCrunch, MSNBC, Forbes, and many others. Prior to Bunchball, Rajat worked at the intersection of technology, design, and user experience at world-renowned design firm IDEO.

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