



Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
April 09th 2014: Gamification: Filling the Customer Expectation vs Sales Gap

The buzz: Game on! We've always been drawn to games in our leisure time, from Senet (Egypt), Mahjong (China), dice (Iran, India) to Monopoly (US), and videogames. But while we were having fun, gaming became a serious player in the arenas of formal learning, workplace productivity and even sales. We've heard that 70% of the top 2000 companies plan to use gamification (term coined in 2002 by Nick Pelling) by 2015. Are you in it to win it? The experts speak. Prof. Ashok Ranchhod, Games Design Hub: "Curiosity may have killed the cat, so we should love and respect it. For without curiosity and i

[Read more](#)



Tune in

Wednesday at 8 AM Pacific/11 AM Eastern Time on VoiceAmerica Business Channel

[LISTEN LIVE](#)

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

Questions? Comments?
Call In Live!

Toll Free: 1-866-472-5790
Intl: 001-480-398-3352

Featured Guests



Prof. Ashok Ranchhod

Prof. Ashok Ranchhod, BSc., MSc., MBA, PhD, FCIM, works as a Reader in Marketing Communications at the Winchester School of Art, University of Southampton, and holds various Visiting Professorships and an Emeritus Chair at Southampton Solent University. In 2011 he completed his role as the Director of the Mudra Institute of Communications Ahmedabad (MICA), the top Communications School in India. He also completed the Management Leadership in Education Programme at Harvard University. Ashok also ran his own biotechnology company. He has published more than 60 papers and done consultancy work for major organizations. Currently, as the Director of the Games Design Hub, he leads a team of resear

[Read more](#)



Gopal RajGuru

Gopal RajGuru, founder and Managing Director of Innovate+Grow Group (I+G) since 2000, is a sales educator, consultant, and university professor. He set-up I+G to provide consulting, coaching and training to help clients create new ideas to address unmet customer needs, validate them with customers, position them appropriately in the market, and build awareness through comprehensive inbound and outbound marketing. I+G also helps clients optimise their customer engagement model, and educate their sales teams to capture the value they create through more effective negotiation. Previously, Gopal led a team of consultants at PwC focused on year 2000 project management, optimisation and audit. H

[Read more](#)



Philipp Herzig

Philipp Herzig is a researcher and developer at SAP, Germany. He holds a B.Sc. in Computer Science, M.Sc. in Information System Research, and is currently a Ph.D. candidate at the University of Technology Dresden and SAP. Philipp is the author or co-author of multiple publications and numerous patents across various domains, including gamification. In addition, he is now the content owner of SAP's internal gamification trainings that have been passed by hundreds of employees worldwide. Formerly, Philipp worked for several IT companies, including IBM. When not doing 'IT-related stuff', he performs with several bands as guitarist, harp, and banjo player, and singer.

[Read more](#)

Share This Episode



Connect with VoiceAmerica

Download our mobile apps



PressPass
ALL ACCESS. ALL THE TIME.

Come See what the VoiceAmerica hosts are writing on PRESSPASS