



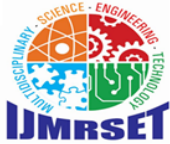
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A Study on Gamification in Employee Engagement and the Role of HR in TCS (BPS) Companies

Dr. S. Jagatheeswari, Ms. Kaviya. K

Assistant Professor, Department of Commerce with Corporate Secretaryship with CA, Dr. N.G.P Arts and Science
College, Kalapatti Road, Coimbatore, India

III B. COM CS CA, Department of Commerce with Corporate Secretaryship with CA, Dr. N.G.P Arts and Science
College, Kalapatti Road, Coimbatore, India

ABSTRACT: The study investigates the efficacy of gamification as a tactic to improve worker engagement in the Business Process Services (TCS BPS) division of Tata Consultancy Services. The use of game mechanics in non-gaming contexts, or "Gamification," has become a cutting-edge organizational strategy. The study looks at how gamification creates engaging and rewarding experiences that encourage employee motivation, teamwork, and productivity.

The study also explores the critical role that human resources (HR) play in implementing and maintaining gamification initiatives. By creating customized gamification strategies that support organizational objectives, encouraging participation, and tracking results, HR professionals play the role of engagement architects. The study focuses on case studies from TCS BPS that demonstrate effective gamified solutions and their effects on worker retention, satisfaction, and productivity.

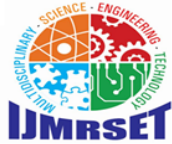
The results are intended to give HR professionals useful information that will encourage the incorporation of gamification into more comprehensive frameworks for employee engagement. This study adds to the expanding corpus of research on gamification and emphasizes how it can change the dynamics of the workforce in modern business settings.

I. INTRODUCTION

Gamification has been used as an energetic element for increasing employee engagement and morale at workplace in recent times. Companies are using game-like aspects such as challenges, rewards and leader boards to enliven processes and make the work environment more fun. This research aims at developing a model on the effectiveness of gamification based on employee engagement within Business Process Outsourcing (BPOs) companies where workers turnover rates are considerably high, and motivation levels are quite low. Gamification, once attributed to the early days of marketing and loyalty programs originated the has evolved and permeated fields ranging from education, health-care services to corporate environments. Gamification tries to be used in the business for engaging employees and engage their what typically is a very mundane job by turning those tasks into fun experiences which boosts productivity and satisfaction. Implementing and managing gamification strategies comes The HR is most important person at this part. HR needs to be a contributor and enabler for realizing the gamified systems which are organized according to organizational objectives and employees. They also have a big impact in assessing whether these initiatives are successful and implementing new processes if needed for maintaining an engagement and productivity track. Proper communication, training and support from HR is critical in the successful implementation of gamification into the workplace. Objective of the study is to try to answer the question how gamification is used to increase employee engagement in BPS companies and role of HR in this process. Drawing on case studies, surveys and interviews with HR managers as well as employees, we aim to offer or recommendations on to how gamification can be used to bring more inspired and committed employees in organizations. The research will explore best practices, potential challenges, and the impact of gamification on various aspects of employee performance and satisfaction.

II. THE CONCEPT OF GAMIFICATION

Applying game mechanics and concepts outside of games to encourage desirable behaviours is known as gamification. Point scoring, competition with other players, game rules, and prizes for accomplishments are a few examples of these



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components. Gamification in the workplace can turn routine duties into fun activities that encourage competition and a sense of accomplishment among staff members. It makes use of the innate motivations that shape human behaviour, including the need for recognition, social contact, and mastery.

III. OVERVIEW OF THE COMPANY

PROFILE OF THE COMPANY:

Tata Consultancy Services (TCS) Business Process Services (BPS) is part of TCS, which operates as a multinational leader in information technology services, consulting, and business service. TCS BPS focuses on improving a client's operational efficacy, customer experience, and organizational performance with innovative business process solutions. For over a decade TCS BPS has been one of several components of Tata Group, TCS BPS has expanded to be relied upon by firms globally in industries including banking, finance, health, retail, etc. The company is headquartered in Mumbai, Maharashtra, located in India.

HISTORY OF THE COMPANY:

Tata Consultancy Services (TCS) Business Process Services (BPS) is a division within TCS, a subsidiary of Tata Group, a leading Indian business group. Established in 1968, TCS offers IT services, consulting, and business solutions. BPS focuses on developing integrated business process services for operational efficiency and customer satisfaction in banking, finance, healthcare, and retail sectors. Utilizing advanced technologies, automation, and business analytics, BPS has facilitated the migration of businesses from manual to automated systems. The division continues to expand, combining innovation and capabilities to meet the requirements of global market.

VISION:

It is TCS BPS's vision to transform business processes using innovation and technology to achieve sustainable self-growth, operational excellence, and continuous improvement. Its goal is to add value to clients and society while protecting the environment and being socially responsible.

MISSION:

By providing creative, industry-leading business process solutions, TCS Business Process Services (BPS) aims to assist customers in reaching their corporate goals. TCS BPS is committed to generating value via customer-focused services, operational excellence, and technology.

SERVICE OF THE COMPANY:

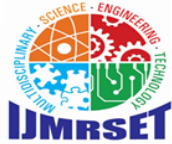
- ❖ Data Management Services
- ❖ Risk and Compliance Services
- ❖ Procurement and Sourcing Services
- ❖ Knowledge Process Outsourcing (KPO)
- ❖ Healthcare Management Services
- ❖ Banking and Financial Services
- ❖ Insurance Processing
- ❖ Retail Services
- ❖ Travel and Hospitality Services
- ❖ IT-Enabled Services (ITES)

TCS BPS ensures these services are backed by cutting-edge technologies such as automation, machine learning, AI, and blockchain to deliver operational excellence and innovation across industries.

IV. SWOT ANALYSIS

STRENGTHS:

- ❖ **Strong Brand Reputation:** Part of Tata Consultancy Services, a globally recognized and trusted IT and business solutions leader.
- ❖ **Global Presence:** Extensive reach across 46 countries, serving diverse industries and markets.



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- ❖ **Technological Expertise:** Leverages cutting-edge technologies like AI, automation, and analytics to optimize business processes.

WEAKNESS:

- ❖ **High Attrition Rates:** Like many companies in the BPS sector, TCS faces challenges with employee retention due to the nature of the industry.
- ❖ **Dependence on Key Markets:** A significant portion of revenue comes from specific geographic regions, making the company vulnerable to economic fluctuations in those areas.
- ❖ **Underperforming Subsidiaries:** Some subsidiaries may not perform as well as the core business, impacting overall profitability.

OPPORTUNITIES:

- ❖ **Digital Transformation:** Growing demand for automation, AI, and analytics presents opportunities to expand digital solutions and optimize business processes.
- ❖ **Global Expansion:** Increasing opportunities to enter emerging markets and strengthen its presence in underpenetrated regions.
- ❖ **Industry-Specific Solutions:** Rising demand for tailored services in industries like healthcare, retail, and banking offers room for growth.

THREATS:

- ❖ **Intense Competition:** The BPS industry is highly competitive, with global and local players offering similar services at competitive prices.
- ❖ **Economic Uncertainty:** Global economic fluctuations or recessions could impact client budgets and service demand.
- ❖ **Technological Disruption:** Rapid advancements in technology could render existing processes and services obsolete if not updated swiftly.

TCS Business Process Services (BPS) prioritizes security and compliance to ensure the protection of client data and adherence to global standards.

SCOPE OF THE STUDY:

The investigation of gamification as a cutting-edge strategy for raising worker engagement in business process services (BPS) organizations is covered in this study. It seeks to examine how gamification strategies—such as leaderboards, challenges, and rewards—can help with common engagement issues like stress, repetitive work, and high attrition rates in this industry. To match organizational objectives and employee desires, the study will also look at the crucial role that human resources (HR) play in developing, putting into practice, and overseeing gamification strategies.

It will also investigate how gamification is technologically incorporated into HR systems and how it affects important metrics like retention, job satisfaction, and productivity. To guarantee inclusive and constructive practices, ethical and cultural factors will be investigated. Insights from this study will help organizations and HR professionals create creative, successful engagement plans that meet the changing demands of the BPS workforce.

V. REVIEW OF LITERATURE

An essential component of academic research is a literature review, which offers a thorough synopsis, assessment, and synthesis of previous research on a particular subject. It lays the groundwork for future studies by pointing out knowledge gaps and areas that require more research. The procedure entails methodically looking for pertinent sources, evaluating their content critically, and compiling the data in a logical manner.

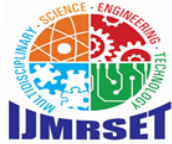
1. Gartner (2020)

Highlighted the growing trend of HR using gamification to improve employee engagement, particularly in remote and hybrid work environments.

2. Koivisto, J., & Hamari, J. (2019)

Highlighted the importance of designing sustainable gamification programs that adapt to changing employee needs and organizational goals.

3. Huotari, K., & Hamari, J. (2017)



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Introduced the concept of "Gamification as a Service," highlighting the need for continuous innovation and adaptation in gamification programs.

4. Seaborn, K., & Fels, D. I. (2015)

Explored the psychological and behavioural impacts of gamification, highlighting both its benefits and potential pitfalls, such as over-reliance on extrinsic rewards.

5. Robson, K., Plangger, K., Kietzmann, J. H., McCarthy, I., & Pitt, L. (2015)

Explored the application of gamification in the workplace, emphasizing its potential to improve employee performance and engagement.

OBJECTIVES:

- ❖ To evaluate the present level of employee engagement in BPS organizations and investigate the potential for gamification to raise engagement.
- ❖ To determine which gamification techniques, work best for raising employee engagement in BPS organizations.
- ❖ To investigate how HR specialists can manage and carry out gamification projects to increase employee engagement.
- ❖ To investigate how gamification affects employee behaviour, such as engagement in company events, motivation, and teamwork.
- ❖ To assess how gamification efforts affect employee engagement in terms of both monetary and non-monetary returns on investment (ROI).
- ❖ To make recommendations for interactive projects that will increase employee engagement and help them reach their goals in a calm manner.

VI. RESEARCH METHODOLOGY

One method for methodically resolving the research problem is research methodology. It covers topics such as the goals of a research study, how to define the research problem, what kinds of data are gathered, how to collect and analyse data, and more. Both primary and secondary data are gathered as part of the methodology.

PRIMARY DATA:

Direct primary data collection is done for this study. A structured questionnaire created especially to collect information on gamification in employee engagement and the function of HR in BPS companies was used to collect primary data for this study.

SECONDARY DATA:

Pre-existing information that was gathered for a particular objective is known as secondary data. Secondary data for this study came from a variety of sources, including credible websites, magazines, journals, books, and trade publications.

VII. RESEARCH DESIGN

SAMPLING DESIGN:

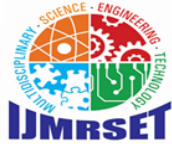
The sample consisted of 117 workers, or 60% of each branch's workforce. The sample offers a strong foundation for analysing the effects of gamification tactics and HR initiatives in the BPS industry, as it comprises 600,000 employees spread across these branches in India.

LIMITATIONS OF THE STUDY:

- ❖ Employee opinions on gamification and engagement are subjective, and opinions can differ from person to person.
- ❖ By focusing on gamification techniques, other strategies that could be effective may be overlooked.
- ❖ Variations in the availability and utilization of gamification platforms may impact the outcomes.
- ❖ It is difficult to draw consistent conclusions because different companies have different HR practices.
- ❖ It's possible that the study's brief duration did not adequately capture how gamification affects employee engagement over the long run.

AREA OF THE STUDY:

The study focuses on the role of human resource management (HRM) in BPS companies as well as gamification strategies for employee engagement.



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TOOLS AND DATA ANALYSIS

To analysis various statistical tools such as

- ❖ Simple percentage
- ❖ Chi square test

1. Simple percentage

The term "percentage" describes a unique type of ratio. When comparing two or more series of data, percentages are utilized. Relationships are described using percentages because they allow for meaningful comparisons by reducing everything to a common base.

Formula:

No. of. Responses = number of respondents/total number of respondents *100

2. Chi square test

A statistical technique for figuring out whether two categorical variables have a significant relationship is the Chi-Square test (χ^2 test). It assists researchers in determining whether observed and expected data differ because of chance or because of a significant relationship.

Formula:

$$X^2 = \sum (\text{observed value} - \text{Expected value})^2 / \text{expected value}$$

SUGGESTION:

This study could aim to investigate the impact of gamification on employee engagement within TCS Business Process Services (BPS). The research could focus on how game-based strategies influence motivation, job satisfaction, team collaboration, and overall productivity. Additionally, the study might explore the essential role HR plays in implementing and managing these gamification systems.

VIII. CONCLUSION

The study on gamification in TCS BPS employee engagement demonstrates how game-based tactics can revolutionize contemporary workplaces. Gamification is a potent instrument that can increase worker motivation, encourage teamwork, and improve job satisfaction, all of which contribute to the success and productivity of an organization. In order to create, implement, and maintain gamification frameworks that complement business objectives and appeal to employee desires, human resources play's a critical role.

By implementing gamification, HR professionals become strategic partners in fostering an innovative and inclusive culture in addition to being engagement facilitators. The results highlight the need for a methodical, data-driven approach to gamification, addressing issues like scalability and sustained participation while guaranteeing its incorporation into more comprehensive employee engagement strategies. Overall, gamification presents a dynamic pathway for TCS BPS to redefine workforce engagement, with HR playing a critical role in shaping a motivated, connected, and performance-driven organizational ecosystem.

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