



CooperVision®

## A clear path to drive performance

CooperVision, a global leader in the contact lens industry, chose BI WORLDWIDE and Bunchball for a solution to actively engage and inform picking employees and provide a clear view of performance expectations.

### Challenge

CooperVision was looking for a mobile platform to clarify daily and monthly goals for associates, create an avenue for communication and drive collaboration and competition within teams. Ultimately, CooperVision wanted to increase productivity among warehouse associates.

### Solution

CooperVision chose Bunchball Go to create the *My CooperVision World*, a mobile platform that leverages gamification to drive results. This new program centers on the line workers and Leads' goals and training to provide a clear view of performance expectations and recognition.

### Results

My CooperVision World provided recognition for attendance and functionality as well as leader performance. It utilizes **Bunchball Go's** quiz function to drive micro learning. As onboarding employees finished their introductory training, CooperVision held an event in which the established teams could draft the new employees. This, along with leaderboards and group missions, increases collaboration and competition.

The **Bunchball Go** mobile platform helped clarify daily and monthly goals for associates, along with strengthening communication, collaboration and competition within teams.

- CooperVision saw an **8% increase** in employee productivity.

Employee  
productivity  
up **8%**