



## Create a Fantasy League Out of **Anything**.

Fantasizr is used by businesses of all sizes and industries to gamify and motivate the workplace - helping to create an engaged and connected office environment. With our easy-to-use online setup, sales managers and team leads can create fantasy-sports-style games for their business in minutes.

**The FISER Group (UK) is one example of an organization using Fantasizr to motivate their team and improve performance.**

**Background:** The FISER Group was looking for a fun and effective method to promote staff engagement and improve employees' consistency of reporting performance metrics in their CRM system.

**Approach:** The FISER Group used the Fantasizr platform to develop a fantasy league for their staff. They used Fantasizr's flexible scoring system to design an interactive game specific to their business needs, with a focus on team-building across departments.

*"A lot of the team here at The FISER group are fantasy sports fans – and hugely competitive on top of that! So for us Fantasizr is a brilliant motivational tool which taps into both of those elements whilst encouraging better internal communication and keeping it fun at the same time."*

**Julia Smith (Marketing Manager)**

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*"We were really keen to encourage the teams to have a better understanding of the contribution everyone makes to the success of the business, regardless if you are front or back office. We've found that people are communicating a lot more – particularly on draft day – as they want to know who has got what in their activity pipeline for the coming week."*

All staff members become players in the game and are organized into interdepartmental fantasy teams. Their metrics, from sales performance to process efficacy measures, are tracked week to week.

Scores are kept over a quarter and prizes are awarded to the league winner as well as individuals with the highest personal scores. This system motivates staff to improve their metrics for both personal and team performance.

**Results:** The staff became better aware of business roles other than their own as the teams were made up of multiple departments with a variety of performance metrics. Interdepartmental communication increased and staff improved their CRM system reporting.



Additional case studies available upon request.

**To learn more about creating a fantasy league to improve performance at your business, please contact us:**

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