

Launchfire Wins GOLD Brandon Hall Group Excellence in Technology Award

OTTAWA, ON December 6, 2018 — Launchfire won a coveted Brandon Hall Group gold award for excellence in the gaming & simulation technology category. Launchfire's game-based platform, Lemonade, helps banks empower their frontline staff with quick, daily training sessions.

Lemonade's key innovation is the challenge based narrative game at the centre of the platform. This central game is designed to drive repeat engagement with both the platform itself and with each learning module. The experience is quick and fun for employees — giving them a reason to come back each day and take more training. Engaging daily not only increases retention of information; it increases the likelihood of employees applying that information to their day-to-day activities.

“We didn't want to just build a more enjoyable training experience — we wanted one that was also more effective. That's what we've accomplished with Lemonade; the platform experience is fun, but it is also based on the science of how we actually learn. We're incredibly honored and excited to have this accomplishment recognized by Brandon Hall Group.”

— John Findlay, CEO

“We're proud to honor the innovators. As human capital management continues to evolve, the creativity of the award winners is breathtaking. Organizations of all size showed that creativity and technology can create new and better work experiences for businesses and their employees,” said Rachel Cooke, Chief Operating Officer of Brandon Hall Group and head of the awards program.

“We were blown away,” said Mike Cooke, Chief Executive Officer of Brandon Hall Group. “Our research was confirmed by the entrants' responsiveness to the needs of employers who seek to align technology to the goals of their businesses. Every Technology Award entry embodied a win-win proposition for employers and employees.”

A panel of veteran, independent senior industry experts, and Brandon Hall Group senior analysts and executives evaluated the entries based upon the following criteria:

- Product: What was the product's breakthrough innovation?
- Unique differentiators: What makes the product unique and how does it differ from any competing products?
- Value proposition: What problem does the product solve and/or what need does this product address?
- Measurable results: What are the benefits customers can expect to experience as a result of using this product?

The full winners list can be found at: <http://www.brandonhall.com/excellenceawards/past-winners.html>.

About Brandon Hall Group, Inc.

With more than 10,000 clients globally and 20 years of delivering world class research and advisory services, Brandon Hall Group is the most well-known and established research organization in the performance improvement industry. We conduct research that drives performance, and provides strategic insights for executives and practitioners responsible for growth and business results.

Brandon Hall Group has an extensive repository of thought leadership, research and expertise in Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Human Resources. At the core of our offerings is a Membership Program that Empowers Excellence Through Content, Collaboration and Community. Our members have access to research that helps them make the right decisions about people, processes, and systems, combined with research-powered advisory services customized to their needs. (www.brandonhall.com).

ABOUT LAUNCHFIRE

Established in 1999, Launchfire helps banks, retailers and telcos drive adoption of their digital products and technology. We take a 360 degree approach to digital transformation, working with clients to engage, educate, and incentive behaviour changes — both internally and in consumer facing programs. For more information visit: launchfire.com/digitaltransformation



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