## OVERVIEW

KewMann Influence Platform (KIP) is an influential platform that implement behavioural targeting to drive behaviours and actions for the target audiences which could include both consumers and internal employees (e.g. sales people) to achieve desired outcome. It applies behavioural science theories to enhance influence effectiveness, conduct data-driven engagements with omnichannel outreach to behaviour and actions while leveraging gamification to optimise the outcome. Besides, KIP provides robust capabilities for configurability, security, flexibility and accountability to streamline with the users' requirements in a single platform. To showcase a clearer picture about KIP, the illustration below shows the full modules which are included in the platform:
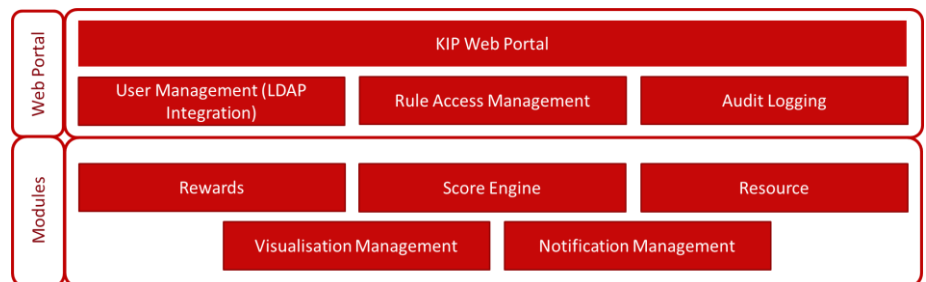
KEY FEATURES & BENEFITS

Powerful Influencing Effectiveness with Behavioural Design Framework

The core behavioural framework of KIP is designed based on several important behavioural science theories to enhance influence effectiveness with proven studies. The involved behavioural science theories are demonstrated as below:

- **Fogg's Behaviour Model** – Conceptualised by Stanford research, B.J. Fogg. It is aimed to provide the framework capable of systematically understanding human behaviours. The model proposed that there are three factors must be simultaneously present for a behaviour to occur, which includes motivation, ability and triggers.
- **Flow Theory** – Proposed by Hungarian-American psychologist, Mihaly Csikszentmihaly, and it is also known as the theory of happiness. The theory described flow is achieved when perceived challenges and skills are above an individual's average levels and vice versa. The flow theory could

Key Features

- Behavioural Design Framework Designed based on Behavioural Science Theories
- Omnichannel Approach for Outreach and Data-driven Engagement with Target Audiences to Drive Behaviours
- Gamification Application for Employees and Consumers
- Comprehensive and Secure Role Management
- Flexibility and Extensibility for Database and Action

effectively increase intrinsic motivation, increase performance while increase satisfaction.

- **Self-Determination Theory** – A macro theory of human motivation and personality that concerns people's inherent growth tendencies and innate psychological needs. It identifies three innate needs which includes competence, autonomy and relatedness that allow optimal function and growth if satisfied.

The comprehensive behavioural design framework is then created for behavioural changes which is shown as below:

Key Benefits

- Enriching data while engaging audience through omnichannel
- Perform data-driven engagement to drive behaviours and actions
- Leveraging gamification to drive behaviours and optimise desired outcome
- Robust capabilities for configurability, security, flexibility and accountability

Enrich Data while Generate Data-driven Engagements with Audience through Omnichannel

KIP allows users to enrich data and increase engagement to empower the influencing outcome by driving target audience behaviour and actions. It applies omnichannel approach for outreach and involves API gateway to conduct communications between KIP and outreach channels. KIP collects data like demographic data and behavioural data through interactions with target audience and utilises bots to increase data-driven engagement to enhance user experience while driving the audiences to act on certain behaviour or action. The data-driven engagement includes nudging, recommending and rewarding. The illustration shows the clearer process of how KIP drives audience behaviours and actions:
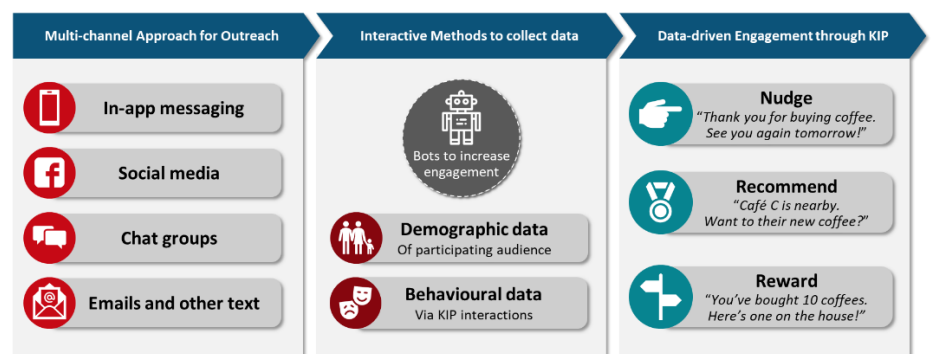
Leveraging Gamification to Drive Behaviours

As part of KIP, gamification makes possible to allow the organisations to drive their target audience's behaviours with great experience and ultimately achieve desired outcomes. It consists of flexible and comprehensive configurable components that allows users to freely configure to fulfil their requirements. It also provides timely reinforcement on behaviours based on the immediate feedback loop.

Related Products

- KewCollection
- KewOptimise

Through gamifications, the target audience could increase participations with the profiles, social elements and leader boards which drive their behaviours to gains points or levels to achieve rewards or incentives.

Robust Capabilities for Security, Flexibility and Accountability

KIP provides comprehensive and secure role management that caters for multiple types of entities, users type and access-based roles which includes approval processes and controls for company and customer. It consists of high flexibility and extensibility for database and actions that allows the users to create and maintain their own data types and conduct extensible actions such as **nudging, recommending, rewarding** and etc. KIP also supports uploading and execution of action scripts through web portal and communicates with entities through metered APIs to maximise influence.

Learn More

Get yourself a free consultation specifically for your organisation with KewMann expert at https://www.kewmann.com/company/contacts.

About KewMann

KewMann is the only data and behavioural science company in Asia that acquires, analyses and applies data to predict and influence human behaviours. In an increasingly digitalised world, KewMann believes that organisations must fully leverage all structured and unstructured data to gain deeper insights about the customers and employees in order to deliver products or services that could effectively and efficiently achieve organisational goals and gain the ability to influence the desired outcome.

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