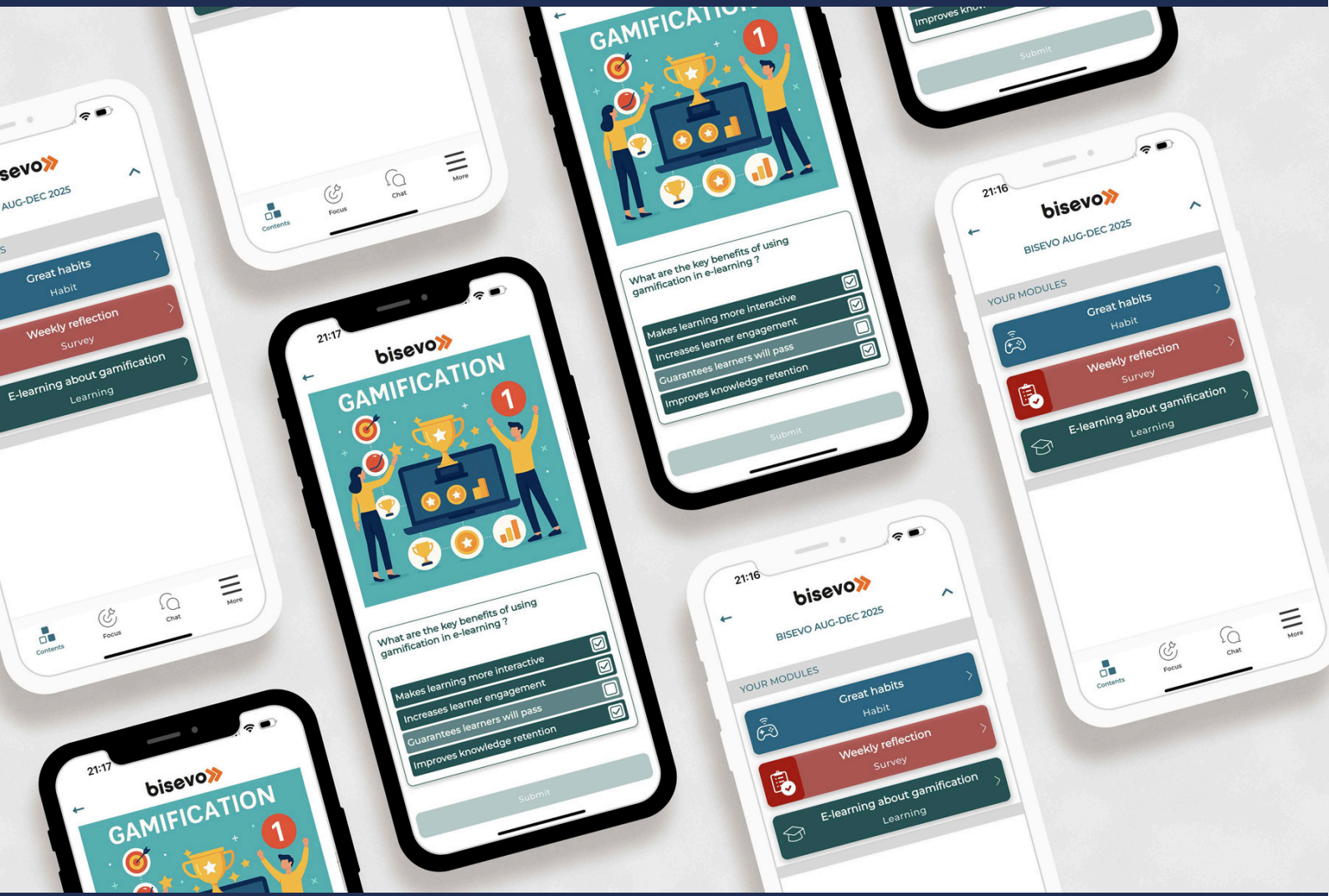
WHITE PAPER

# DRIVE REAL CHANGE WITH BISEVO

## From Habits to Impact - A Platform for Engaged Teams and Measurable Growth



# INTRODUCTION

**Bisevo drives behavior change through goals, rewards, and gamification. Turn everyday tasks into motivating challenges that build better habits, boost engagement, and improve team performance.**

The process begins by selecting the area targeted for improvement such as CRM system usage, sales, customer service, collaboration, leadership, or any other workflow. After selecting the desired area of improvement, the platform guides the process of setting clear, measurable goals that align with organizational priorities and drive meaningful progress. Bisevo provides end-to-end support, enabling users to track their progress within the app.

By making performance visible, rewarding, and motivating, Bisevo cultivates a culture of appreciation, engagement, and continuous improvement. For organizations aiming to boost productivity, strengthen teamwork, or reward top performers, Bisevo serves as a trusted partner in building high-performing and empowered teams.

# BISEVO FEATURES

- Gamified key habits, learning, and development
- Points, coins, medals, campaigns, feedback, and leaderboards
- Customizable goals, challenges, and rewards
- Available on iOS, Android, and Web
- Built-in e-learning modules, checklists, and surveys
- Integrated bonus and reward shop
- Open APIs for seamless integration with other tools

# EXECUTIVE SUMMARY

## Why We Don't Always Do What We Know. And Why Habits Are Hard to Change.

Even when we know the right thing to do, we often fail to follow through. Knowledge alone explains less than 10% of behavior change outcomes (Sniehotta et al., Health Psychology Review, 2014), and more than 60% of people ignore professional health advice, even when they understand it (WHO, Adherence to Long-Term Therapies, 2003).

This happens because our brains prefer familiar routines. Building new habits takes effort, repetition, and time—on average 66 days, but sometimes up to 254 (Lally et al., European Journal of Social Psychology, 2009). Without support or reinforcement, we quickly forget: up to 70% of new information fades within 24 hours (Ebbinghaus' Forgetting Curve).

**66-254 DAYS**

**The average time it takes to form a new habit**

That's why positive reinforcement is critical. Rewards, recognition, and visible progress drive engagement and make new behaviors stick. Programs that use reinforcement achieve 2–3× higher engagement (Deloitte, 2017), and people who receive weekly positive feedback are 38% more likely to adopt new routines (Bakker et al., Journal of Occupational Health Psychology, 2015). Without it, even strong intentions fade, and old patterns return.

**Positive reinforcement boosts engagement by**

**2-3 x**

Bisevo provides a modern, data-informed solution grounded in Organizational Behavior Management (OBM). The platform transforms goals and tasks into engaging challenges, reinforcing the right behaviors and aligning them with measurable business outcomes. The result is improved accountability, motivation, and continuous improvement across teams and organizations.

**Feedback Boosts Habit Adoption by**

**+38%**

# OVERVIEW OF BISEVO PLATFORM

## CONTENT

A project in Bisevo is the starting point for creating engagement and change. Each project can be tailored with different types of content, depending on what you want to achieve. You can include just one, or combine several:

### SURVEYS

Collect insights and feedback from users in a simple and structured way.

### HABITS

Help teams build new routines by focusing on small, consistent actions that lead to results.

### E-LEARNING

Offer engaging, structured learning experiences through interactive content.

### X-EVENTS

Seamlessly connect Bisevo with other platforms to sync data and trigger actions.

## GOALS, CAMPAIGNS & REWARDS

Once the content is in place, you can choose to add Goals, Campaigns and Rewards:

### GOALS

Set measurable targets linked to specific content. Goals can be personal, team-based, or organization-wide, helping users focus on the right behaviors.

### CAMPAIGNS

Create time-limited challenges using content and goals. Participants earn points and compete in a structured format—ideal for boosting engagement and team spirit.

### REWARDS

Recognize effort and progress with points and coins that can be exchanged in a customizable in-app reward shop. A fun, effective way to reinforce desired behaviors.

All of these elements are optional. For example, a project can run just a survey without setting goals or offering rewards. The platform gives you full flexibility, from simple feedback collection to powerful, habit-driven behavior change.

bisevo

BISEVO PLATFORM

# FLEXIBLE BY DESIGN

Each Bisevo project is built around your needs. Whether you're gathering feedback, building habits, or running full engagement programs, the platform lets you combine just the right elements, from content to goals, campaigns, and rewards. Use only what makes sense for your team.

bisevo

# COMPONENTS OF BISEVO

**Bisevo is made up of several core components that work together to support engagement, behavior change, and performance improvement. From admin tools to user-facing apps and integration features, each part plays a specific role in delivering a smooth and motivating experience.**

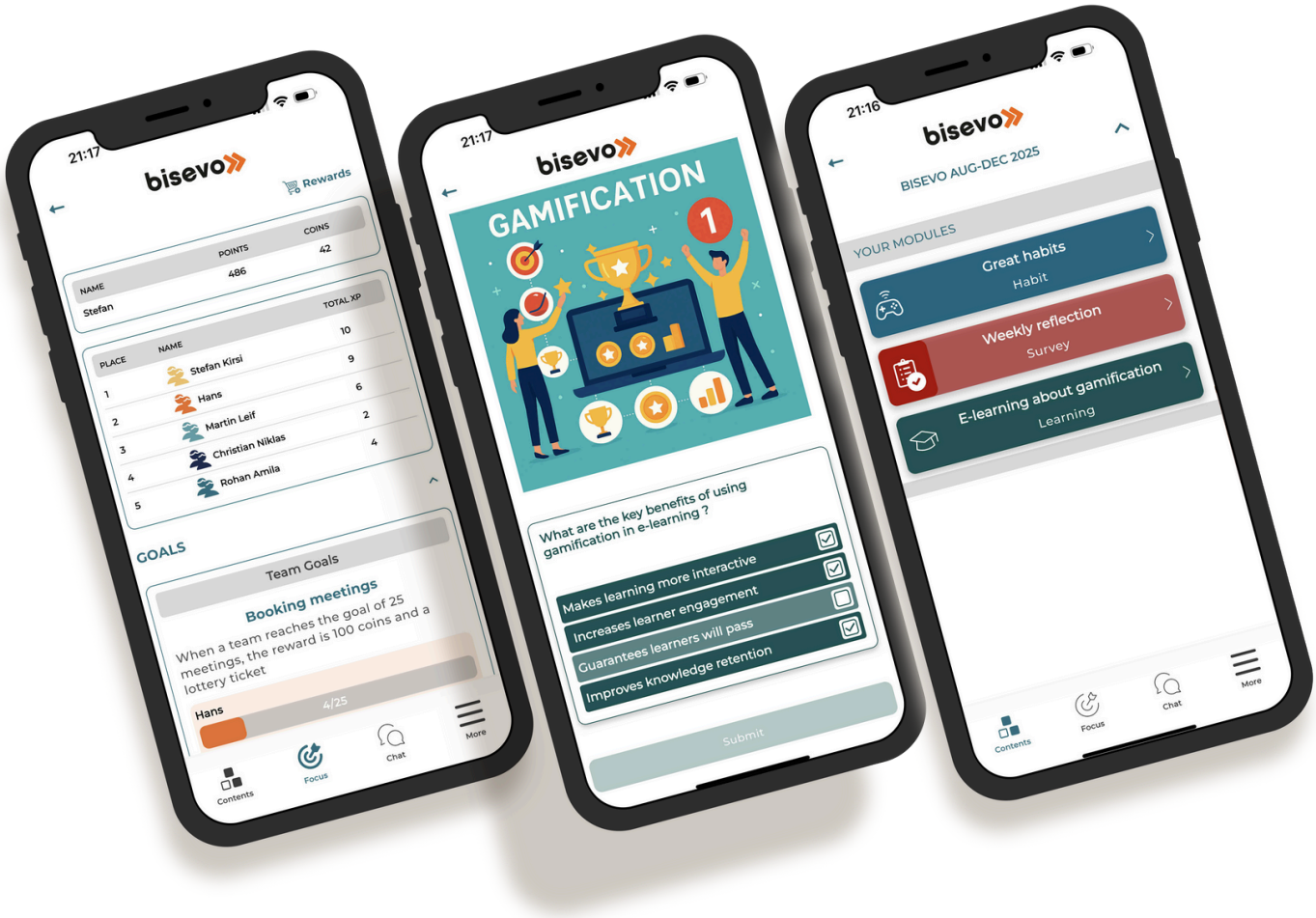
## BISEVO ADMIN PANEL

The control center for your programs. Easily set up projects, define improvement areas, assign users, and track results, all in one place. The admin panel makes it simple to align goals with business priorities and keep progress measurable.

# COMPONENTS OF BISEVO

## BISEVO WEB APP + MOBILE APP

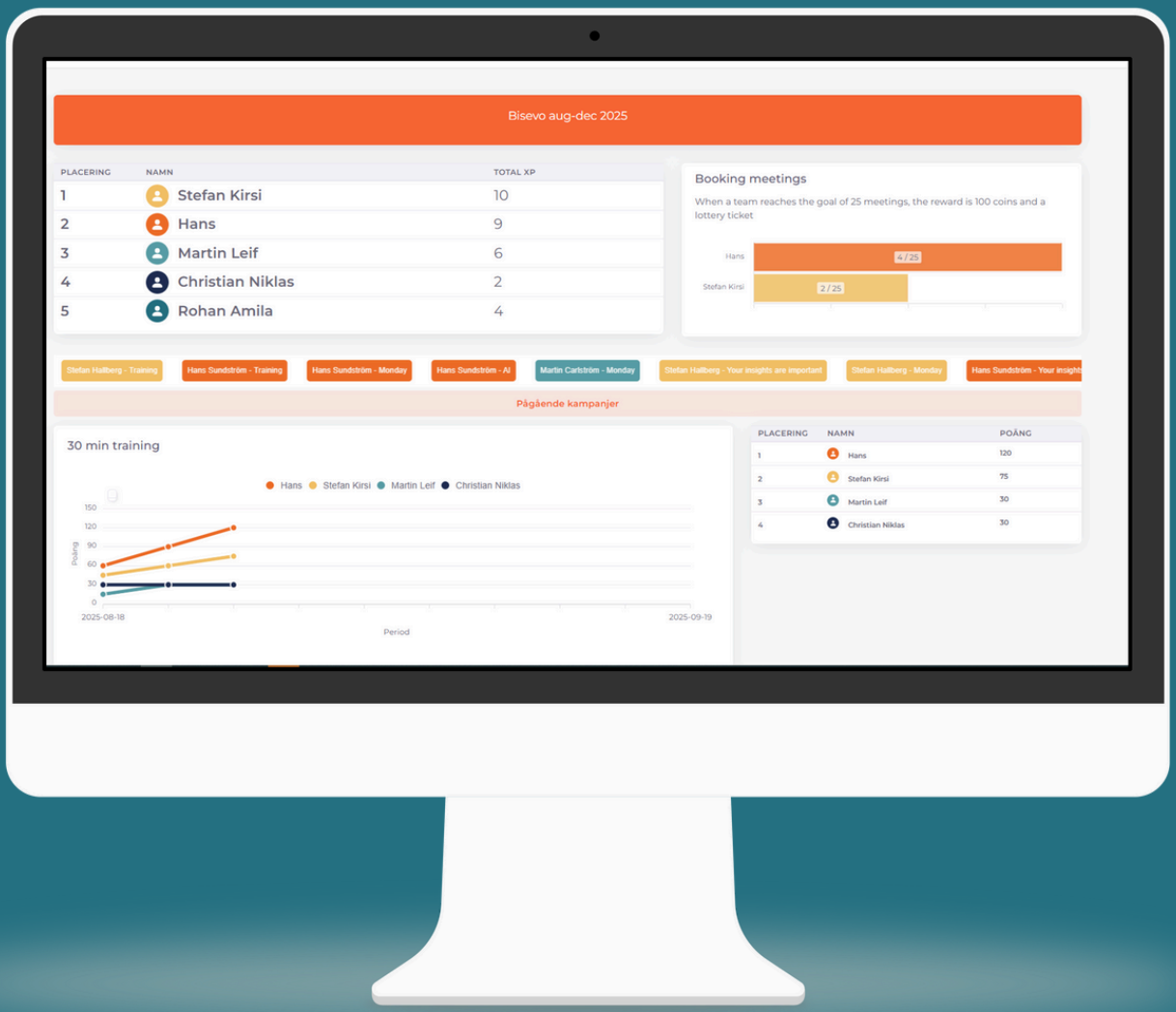
The Bisevo mobile app and web app provide users with an interactive platform to engage in gamified tasks, track progress, and build positive work habits. Users can view goals, complete challenges, and receive rewards, all aligned with organizational priorities. The apps foster daily engagement, motivation, and continuous skill development through an intuitive and accessible interface.



# COMPONENTS OF BISEVO

## BISEVO LEADERBOARD

The Bisevo Leaderboard showcases top-performing teams or individuals based on completed goals, campaigns and earned rewards. It drives healthy competition, recognition, and motivation across the organization. By making performance visible, the leaderboard encourages continuous improvement and reinforces a culture of achievement.

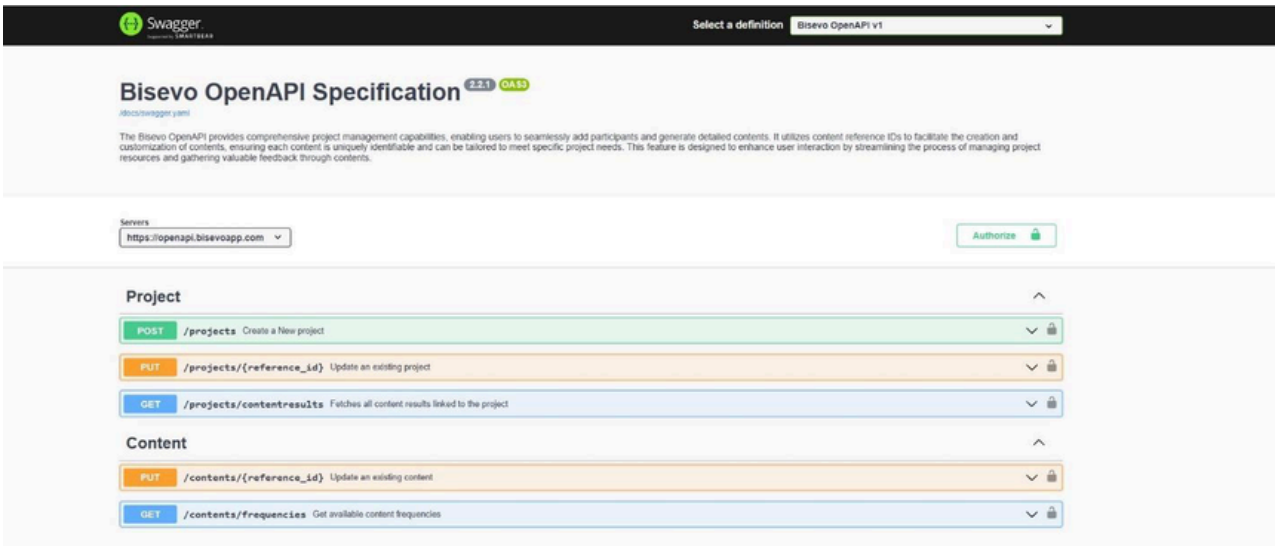


# COMPONENTS OF BISEVO

## BISEVO OPENAPI

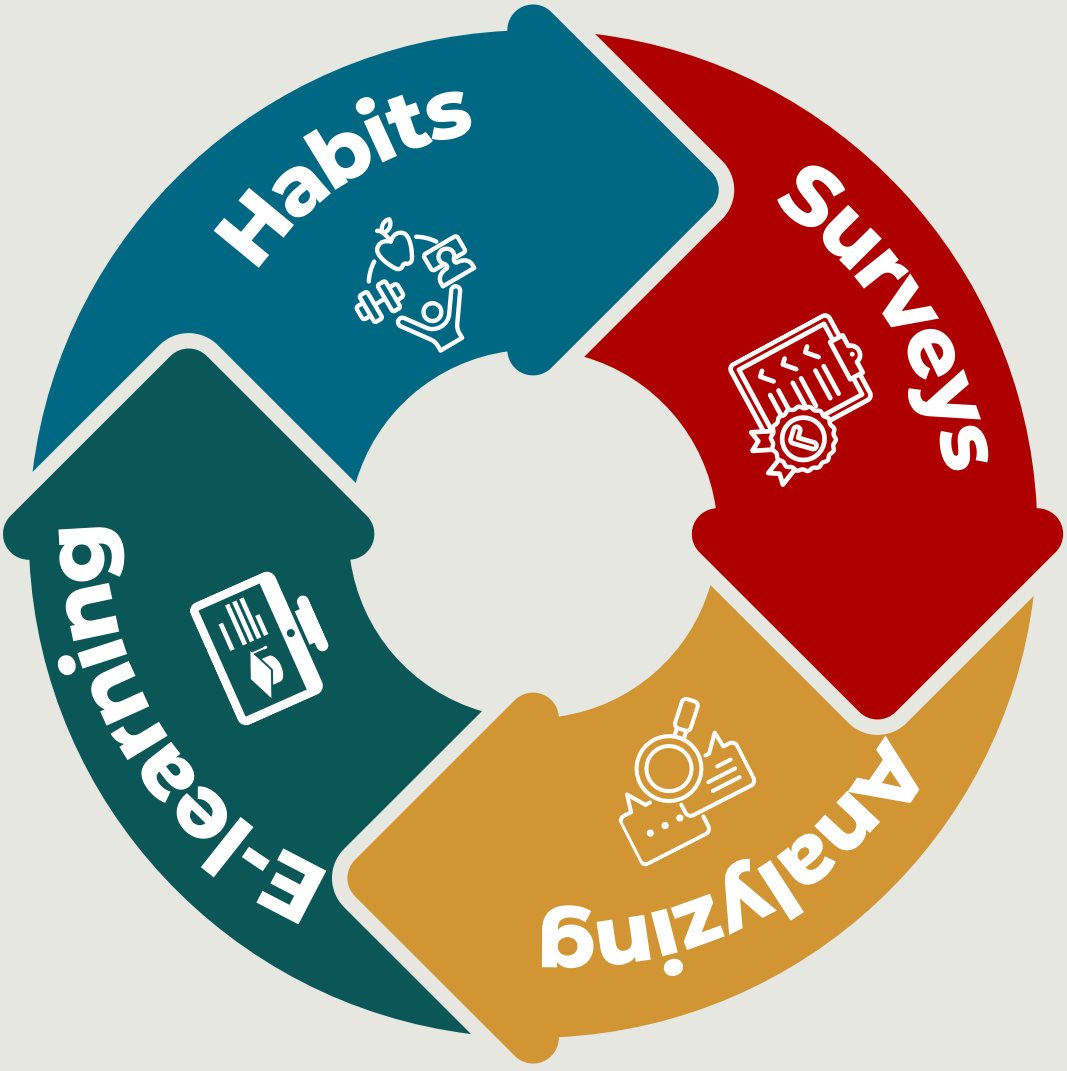
The Bisevo OpenAPI enables efficient user and content management at scale. You can import users and content automatically via machine-to-machine integration, or manually through Excel uploads in the admin interface.

It also supports exporting user progress and content results, providing valuable insights for reporting or integration with external systems. With full support for creating and updating projects, assigning users, and managing content, the API streamlines your workflow.



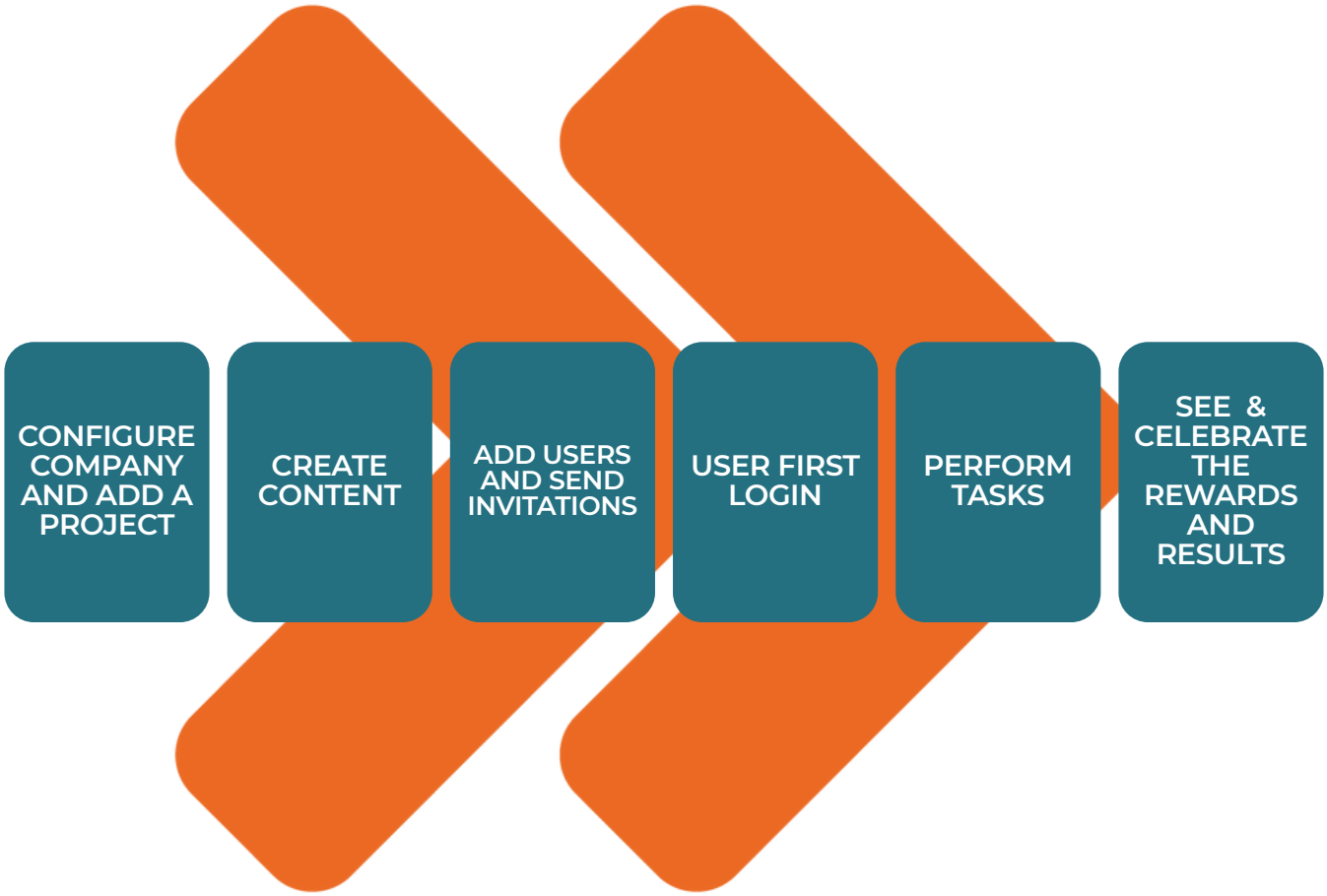
# WORKFLOW OF BISEVO

The Bisevo workflow is designed to guide organizations from insight to action. Surveys help capture feedback, which can then be analyzed to identify opportunities. E-learning modules provide the knowledge to address those needs, while habits turn learning into consistent daily actions. This cycle ensures continuous improvement and lasting impact.



# GET STARTED WITH BISEVO

Bisevo streamlines team engagement and performance tracking through a clear, structured onboarding process. From company setup and project creation to user invites and contents, the platform makes it easy to collect meaningful insights for habit tracking, feedback, and engagement. The result is a ready-to-use system that delivers actionable data with minimal effort.



# NEXT STEPS

Bisevo makes it simple to get started. You can begin with a survey to identify key areas for improvement, then roll out e-learning modules and introduce habits that drive everyday growth. Users can be organized into teams, track progress on live leaderboards, and stay motivated with rewards connected to completed habits, quizzes, and surveys.

For even greater impact, Bisevo integrates seamlessly with your CRM system to automatically reward the right behaviors. At the core are habits, consistent actions that lead to real results. When many people do more of the right things, the leverage is powerful, and the effect on your business is exponential.

Proven customer outcomes include:

- +10% increase in sales among sales managers
- +15% improvement in profitability for project managers
- +67% more deals per person among customer service and sales representatives

Bisevo's habit-driven approach transforms everyday actions into measurable business impact.

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