

Training Games Drive 47% More Engagement for a U.S. Financial Services Company

A \$14+ billion U.S. financial services company partnered with Unboxed to replace a single, aging training game with a **portfolio of custom, branded reinforcement games**. The initiative helped merchant partners build confidence in credit and finance basics, closed knowledge gaps, and lifted engagement by 47% — giving the client a scalable way to keep training fresh going forward.

KEY RESULTS



47% increase in
merchant
engagement



20% increase in
knowledge transfer



Drove **retention**
through active
learning

SNAPSHOT

COMPANY

U.S. financial services company ·
15,000+ employees · \$14+ billion
revenue

INDUSTRY

Financial Services

USE CASE

Merchant partner training & engagement



The challenge

- ✗ A single custom game had reinforced credit and finance knowledge for four years and had run past its shelf life
- ✗ Merchant partners had limited time to train on a complex topic and needed something usable on the go
- ✗ No way to measure retention, surface knowledge gaps, or keep content feeling fresh

Consequently, training risked losing relevance for the partners who relied on it most.

The solution

Unboxed evaluated the client's existing game and ran discovery sessions on how reinforcement training was used, then built a portfolio of games that could flex to fit brand and audience needs.

WHAT UNBOXED DELIVERED

- ✓ **Three licensed games** — Jump, Jeopardy, and Trivia — built for reuse and expansion
- ✓ **Custom brand styling** across every game
- ✓ **Play-anywhere access**, on any device
- ✓ **Built-in analytics & leaderboards** to surface knowledge gaps

The results



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Gained insight into
knowledge gaps



Key insight

4,200 game sessions and 2,000 users in the first two months, with an 11-minute average session — 47% above the prior game, and 20% ahead of typical knowledge-acquisition rates.