



## CASE STUDY | SDK INTEGRATION



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We wanted to inculcate awareness about GST among the employees so that they become proficient in providing GST services in a short span of time. With the help of Empass, we launched a contest on our GSTwithPWC app to increase engagement. The contest section allowed employees to recollect what they understood about GST to the point.

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### 1. SITUATION

Goods and Services tax (GST), imposed in India on the sales of goods and services, was implemented on 1st July 2017. PWC wanted its employees to master GST in no time so that they become proficient in providing GST services (advisory, strategic consulting etc) as PWC is India's leading tax firm which helps enterprises to formulate their strategies to optimize their taxes.

### 3. ACTION

Empass provided an In-app SDK solution to PWC. Our SDK was integrated on PWC's app named GSTwithPWC. A contest was Launched with leader board ranking for their employees on PWC's app. Polls, surveys and webinars from experts were supported on this platform as well.

### 4. RESULTS

Users could play, learn and win rewards for achieving higher difficulty levels. The contest option helped them to assess their knowledge on GST and as it was fully Gamified, the users enjoyed their learning and could retain and recall better.

- **70% (TREMENDOUS) INCREASE IN EMPLOYEE ENGAGEMENT**
- **40% REDUCTION IN TIME**
- **BETTER MEMORIZATION**

### ABOUT THE COMPANY

**PricewaterhouseCoopers** ([www.pwc.in](http://www.pwc.in)) is a multinational professional services network headquartered in London, UK. It is the second largest services firm in the world, and is one of the big four auditors, along with Deloitte, EY and KPMG.

### 2. TASK AT HAND

For speeding up their Employee development and retention for GST information and services, PWC required a fun and interesting way for their employees so that they enjoy learning and memorize better.

### TL; DR

- **WANTED ITS EMPLOYEES TO MASTER GST SERVICES**
- **USED EMPASS SKILL CONTESTS**
- **INCREASED EMPLOYEE ENGAGEMENT**
- **BETTER KNOWLEDGE RETENTION**

