

WHITE PAPER · OCTOBER 2026

How to engage your employees with **playful**, effective tools

Quizzes, surveys, recognition, onboarding journeys: practical ways to re-energize internal communication and turn your teams into true ambassadors.

-45%

turnover among employees who feel recognized

88%

of employees happier with playful tools

×8

engagement for content shared by an employee

Engagement can't be mandated. It's nurtured, one message at a time.

Big off-sites and annual surveys have their place. But engagement is mostly built through small everyday gestures: information received at the right time, a question asked, a success celebrated.

In the companies we work with, we keep seeing the same problem: internal communication that is serious, polished... and barely read. Employees don't reject it; they simply let it slip by among dozens of other demands on their attention.

Playful, participatory formats change the game. A three-question quiz, a one-minute survey, a challenge between sites: **these formats ask little and deliver a lot**, because they turn passive readers into participants. But they must be used methodically, without gimmicks or condescension.

This white paper brings together the practices that work, the pitfalls to avoid and ready-to-use examples.

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Engagement happens day to day

Only 8% of French employees say they are actively engaged at work, according to Gallup. Most aren't hostile: they've simply checked out. Everyday practices have the greatest impact on this silent majority.

8%

of French employees actively engaged

Gallup, State of the Global Workplace 2026

-45%

likelihood of leaving for employees who receive high-quality recognition

Gallup & Workhuman, 2024

88%

of employees say they're happier when their tools include playful elements

TalentLMS, gamification survey

Three needs, three families of tools

Engaged employees are employees who **know** (they understand what's going on and what's expected of them), who **participate** (they feel their opinion matters) and who **feel recognized** (their efforts are seen). Each need calls for different tools:

KNOW

Inform clearly

Newsletters, targeted messages, mobile app, and quizzes to check that the essentials are understood.

PARTICIPATE

Give people a voice

Short surveys, idea boxes, frontline feedback forms, team challenges.

BE RECOGNIZED

Celebrate

Highlight successes, teams and work anniversaries, and support new hires.

Consistency matters more than intensity. A modest weekly touchpoint, sustained over time, has more impact than a big annual event. Employees engage with what recurs, not with what passes by.

Gallup also stresses the central role of managers: their own engagement has dropped 9 points since 2022. The tools in this white paper are also tools for managers, who get ready-to-share content and visibility into what their teams have received.

Why playful works (and when it doesn't)

Gamification isn't about badges and points. It borrows what makes games engaging to make information easier to remember and more enjoyable to receive.

Four mechanisms that make the difference

1

The challenge

A question sparks curiosity where a statement slides by. "Do you know how many sites the group has?" grabs attention far more than a figure buried in a paragraph.

2

Instant feedback

Knowing right away whether you got it right, with a short explanation, anchors the information. That's the very principle of active learning.

3

Progress

A step-by-step journey, an improving score, a series of quizzes create a sense of progress and a reason to come back.

4

The team

A challenge between sites or teams creates friendly competition and conversation. People talk about the quiz over coffee: that's exactly the point.

Pitfalls to avoid

✓ DO

✗ AVOID

Short formats: 3 to 5 questions, one minute to answer	Endless questionnaires that feel like an exam
A supportive tone, an explanation after each answer	Trick questions that set people up to fail
Rankings by team or site	Individual rankings with names posted publicly
Voluntary participation, driven by engaging content	Mandatory participation, which turns play into control
Useful topics: safety, projects, company culture	Fun for fun's sake, disconnected from real issues

The right test: strip away the playful packaging. Is there still useful information for employees? If so, the format serves the substance. If not, it's a gimmick, and your teams will notice.

Quizzes: check, reinforce, energize

Open rates tell you whether a message was seen. A quiz tells you whether it was understood. It's the simplest tool for moving from "we communicated" to "our teams know."

Six proven use cases

Safety and QHSE

Confirm understanding of a new instruction or of lessons learned after an incident.

New procedure

Check that a new tool or process has sunk in, and spot unclear points.

Onboarding

Introduce new hires to the company's history, sites, jobs and values.

Company projects

Make a strategy, a transformation plan or annual results tangible.

CSR and cybersecurity

Reinforce good habits repeatedly, without fatigue.

Events and challenges

Back-to-work or year-end quizzes, or challenges between sites to build cohesion.

The recipe for a successful quiz

- 1 **One objective:** what everyone should remember at the end. Everything else is secondary.
- 2 **Three to five questions,** with plausible answers. An obvious question teaches nothing.
- 3 **An explanation after each answer:** that's where learning happens.
- 4 **Share results with everyone:** publish the overall results and revisit the most-missed question in your next communication.

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Surveys, quizzes and forms, in the same tool as your messages.

- **AI-generated quizzes:** from an article or internal memo, the platform suggests questions and answers you can adjust in a few clicks.
- **Every channel:** email, intranet, mobile app, Windows pop-up or SMS (text message), to reach frontline teams too.
- **Detailed results:** a summary, question-by-question answers and the list of respondents, so you can follow up with those who didn't take part.

Surveys and forms: giving people a voice

Internal communication that only broadcasts eventually stops being heard. Asking teams for input regularly shows that their opinion matters, and yields insights no dashboard can provide.

Four formats to set up



The pulse survey

One or two questions each month on the same theme (workload, information received, atmosphere). Trends matter more than values.



Project feedback

Before a change, ask those affected what worries them. Their answers shape the communication that follows.



The idea box

An always-open form for suggesting improvements, with a reply every time.



Frontline reporting

A simple, mobile-friendly form to report a situation, request equipment or ask a question.

The golden rule: close the loop.

A survey with no follow-up does more harm than no survey at all. After each one, communicate three things:

- what you heard,
- what you will do,
- what you won't do, and why.

Sample monthly pulse survey

1. This month, did you receive the information you needed to do your job? (1 to 5)
2. What topic would you like covered in the next newsletter? (multiple choice)
3. Any comments or ideas? (optional, open answer)

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Listen to everyone

Surveys and forms go out on the right channel for each audience: mobile app for employees without a work email, on-screen pop-up for office staff. Targeting by site, job or entity lets you consult exactly the people concerned.

Compare and follow up

Statistics show who has and hasn't responded, so you can follow up on another channel. AI-generated reports summarize responses and highlight key takeaways.

Recognizing and celebrating teams

Recognition is one of the most powerful retention levers, and one of the least expensive. A Gallup and Workhuman study that followed over 3,400 employees for two years found that those who felt meaningfully recognized were 45% less likely to have left their job.

What makes recognition meaningful

SINCERE

It's about a specific fact, not a generic phrase. "Thanks for getting line 3 back up in two hours" beats "Well done, everyone."

VISIBLE

Shared beyond the team, it benefits the person named and inspires others. Internal communication is its best megaphone.

FAIR

It shines a light on every job and every site, not just headquarters and the most visible roles.

Six easy-to-launch formats



Employee of the month

One employee, their job, their career path, featured in the newsletter.



Win of the week

A project delivered, a happy customer, a safety record, put in the spotlight.



Behind the scenes

Show the rest of the group around a plant, branch or depot.



Life moments

Work anniversaries, retirements, new arrivals, with the consent of those involved.



The team challenge

A shared goal across sites, with progress tracked and celebrated.



Teams in their own words

Content written or suggested by employees themselves.

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Internal newsletters created in minutes with AI assistance, a branded **intranet** as a lasting showcase for successes, **targeted messages** to congratulate a site or team, and a **mobile app** so frontline employees, often the ones being celebrated, also see their colleagues honored. There's no limit on the number of communicators: site managers and team leaders can publish within their own scope.

Long-term retention: journeys and campaigns

Transitions, such as joining, changing roles or a major project, are when engagement is won or lost. Scheduled journeys support them without depending on anyone's availability.

Onboarding, a decisive moment

A large share of departures happen in the first year. New hires form an opinion of the company very quickly: were they expected, guided, informed? A structured journey answers their questions before they even ask, and frees up the manager's time.

The journey doesn't replace a human welcome: it prepares and extends it.

Sample onboarding journey

D-7	Welcome message and practical info
D1	Word from management, team introduction
D+7	Tools, key contacts, safety rules
D+15	Quiz: "How well do you know the company?"
D+30	Survey: "How is your onboarding going?"
D+90	Probation review with the manager

Campaigns: a story in several episodes

A campaign sequences content over time, alternating information and participation to make a message stick. A safety example:

WEEK 1

The facts: figures and a team leader's story

WEEK 2

The three right habits, in a short video

WEEK 3

Knowledge-check quiz, challenge between sites

WEEK 4

Results, thanks, winning site

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Onboarding journeys

Set up the welcome journey once: each new hire follows it automatically as soon as they sync from the directory, and their manager is kept informed of their progress.

Campaigns

Sequence messages, newsletters and quizzes on a schedule, on the channels of your choice, and track participation at every step.

From informed employees to ambassadors

Engaged employees talk about their company to family, customers and future colleagues. But they need to know what to say.

Employees' voices carry further than the brand's. According to LinkedIn, content shared by employees generates **about eight times more engagement** than the same content posted on the company page. Yet only a small minority of employees regularly share their employer's news.

Ambassadors can't be appointed: **they grow out of engagement**. Employees who are well informed, heard and recognized naturally become their company's best spokespeople.

The engagement ladder



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Your brand in every email, your results at a glance.

Email signatures: consistent signatures and targeted banners turn every email your employees send into a communication channel: recruiting, events, offers, CSR commitments.

Statistics and AI reports: reads, clicks, quiz and survey participation by site and job. AI reports show what worked, who you're not reaching, and what to do next.

Your 8-week kickoff plan

WEEKS	ACTION	GOAL
1 – 2	Launch a regular newsletter featuring an employee profile	Build a habit
3	First company culture quiz, challenge between sites	Drive participation
4	Three-question pulse survey	Listen
5	Share results and the actions decided	Close the loop
6 – 7	Activate the onboarding journey and a first campaign	Retain
8	Review the numbers and share with management and managers	Measure and adjust

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client companies since 2018

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users every day

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Sources

Gallup, *State of the Global Workplace 2026* · Gallup & Workhuman, study on workplace recognition (2024), reported by NPR · TalentLMS, *Gamification at Work Survey* · LinkedIn data on employee advocacy, reported by MagicPost. The onboarding journey, campaign and program examples are illustrative and should be adapted to your organization.