

## **Gamification in Onboarding: Revolutionizing Employee Integration Through Serious Games**

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**Abstract :** The integration of serious games into the onboarding process is radically changing the way organizations seek to engage and retain new employees, especially in digital generations such as Millennials (Generation Y) and Generation Z. Serious gamification uses game design elements - such as points, leaderboards and progress indicators - to create interactive, goal-oriented and engaging experiences that facilitate smoother transitions to new roles and acceptance of organizational cultures. The use of serious games in onboarding reduces the stress of starting a new job while accelerating the learning curve through mechanisms that reward achievements, such as completing milestones, connecting with other team members or learning about company values. These tools promote immediate recognition and a sense of belonging to the team and organization, thereby significantly increasing retention and engagement rates. The article also outlines the benefits of using serious games in the onboarding process. It focuses on increasing employee motivation, accelerating learning about the organization and increasing engagement in the long term. In addition, the paper outlines the potential of using a serious game - 4FactoryManager - in the onboarding process. The article provides useful information for HR professionals who are looking for innovative ways to recruit, onboard and keep the best employees in a changing labor market.

**Keywords :** HR, oboarding, digital generation, serious games

**Conference Title :** ICHR 2025 : International Conference on Human Resources

**Conference Location :** Cape Town, South Africa

**Conference Dates :** April 10-11, 2025