



## **UBI Banca invests in gamification and launches the APP “UBIverse: metti in gioco le tue competenze” (UBIverse: bring your skills into play)**

Milan, 20<sup>th</sup> May 2019 – “UBIverse: metti in gioco le tue competenze” is UBI Banca’s new gaming App developed in co-operation with OpenKnowledge–Gruppo BIP, available free on iOS and Android devices and downloadable directly on Apple Store and on Google Play Store.

In line with its digital innovation strategy and consistent with its goals to acquire talent and improve its position as an employer of choice among digital natives, the UBI Banca Group is building a “digital bridge” to the outside world with its new App UBIverse. It is aimed at students and young workers to give them an opportunity to learn about the bank from a new viewpoint and at the same time to receive advice on how to approach the world of work and meet its first challenges.

For the more dynamic companies, today gamification represents new frontiers in recruitment support processes and personnel involvement, as demonstrated by numerous surveys. For approximately one year now UBI Banca has also been using gaming methods as part of its onboarding activities for new recruits during their first year with the bank.

UBIverse is an exciting and dynamic game in which the players experience a work adventure set in the future, in a world where technology is important, but the human factor continues to make a difference.

The structure of the game requires players to pass various tests as they explore a variety of different types of skills and as a consequence receive useful advice to help them recognise their occupational orientations and also to meet the challenges of a job interview more knowledgeably.

The game is structured in three parts. The first is centred on relationship skills where the purpose is to create a team with a variety of expertise, able to assess the abilities and strengths of everyone.



The second part focuses on the cognitive and management dimension and the third part, which has more game-like features, tests the alertness of the player. The goal is to open a safe, an exciting metaphor, by attempting tests that are increasingly more difficult.

By passing the tests in the different parts of the game, players can explore the value of what are known as “core skills”, which are increasingly more important today, and also receive useful advice to help them acquire their first job. At the end of the game, players will have created a virtual curriculum vitae prepared on the basis of the goals they have achieved and they will also have the chance to apply for vacant positions at UBI Banca directly on LinkedIn.

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