

# Allen Communication Named Top Training Company for Gamification

*Allen's innovative gaming approaches are making learning programs memorable, actionable, and repeatable for top brands across all major industries.*

SALT LAKE CITY, UT, USA, November 10, 2014 /EINPresswire.com/ -- Allen Communication (Allen), a leader in learning and development, is helping organizations make measurable investments with their training dollars. TrainingIndustry.com has named Allen as a top company in gamification, adding to Allen's previous recognitions as top company in learning portals and custom content development. As one of only three organizations included in all three categories, Allen stands out for delivering tailored learning content, high-quality gamification, and excellent learning experiences for a wide-range of companies, including solutions for Fortune 500 brands.

Working with the top companies on innovative learning solutions, Allen conducts in-depth needs analyses and performance-mapping to ensure all design strategies and technical innovations align with desired business results. Allen's learning solutions are custom-built around client specifications, rather than created from one-size-fits-all templates. In this way, highly-branded solutions are created with role-specific content, clear performance metrics, and immediate feedback for learners through powerful learning portals.

For example, for a recent Fortune 100 global retail client, Allen incorporated a brand education solution with custom content, gamification, and learning portal services. The program has been hailed as the [most successful learning program](#) in the company's history. Specifically, Allen developed a branded game that allows employees to practice vital customer experience skills in a safe environment with realistic scenarios and consequences. After the game, learners are guided to an activity in which they reflect on decisions made, receive additional training content, and set individual goals. The game has seen great success, breaking a record for voluntary completions and measurably improving customer satisfaction ratings.

Ron Zamir, CEO of Allen said, "Allen is focused on working with clients to develop strategic learning solutions that deliver real, measurable results. We help organizations use education as a powerful tool to drive employee engagement and improved performance. Our recognition as the best in gamification, learning portals, and custom content development demonstrates our ability to use all three to create true behavior change."

Visit [AllenComm.com/awards](http://AllenComm.com/awards) for more information.

## About Allen Communication

For more than 30 years, Allen Communication has led the learning industry, providing pioneering educational strategies, technologies, and analytics. Follow Allen on [Twitter](#) and LinkedIn.

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