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Contact Center Technology

CONTACT CENTER GAMIFICATION **WORKSHOP**

How to boost agent performance and general contact center KPIs with the help of gamification

TABLE OF CONTENTS

01 Introduction

- 1.1 What is Gamification?
- 1.2 Agent Challenges
- 1.3 Benefits of using gamification within a contact center

03 Three Examples

- 3.1 Sales Bingo
- 3.2 Buddy Olympics
- 3.3 Mystery Prize

02 How does it work?

- 2.1 The Gamification Process
- 2.2 Determining the KPIs
- 2.3 Prizes up for grabs
- 2.4 Game Mechanics
- 2.5 Scorecards, Leaderboards, and Alerts

04 Conclusions & Q&A



01

Introduction

1.1 What is Gamification?

1.2 Agent Challenges

1.3 Benefits of using gamification within a contact center

What is Gamification?

In a general sense, gamification implies integrating game elements (such as competition) within a working environment or workflow to increase both the company's efficiency and the satisfaction of the workers.

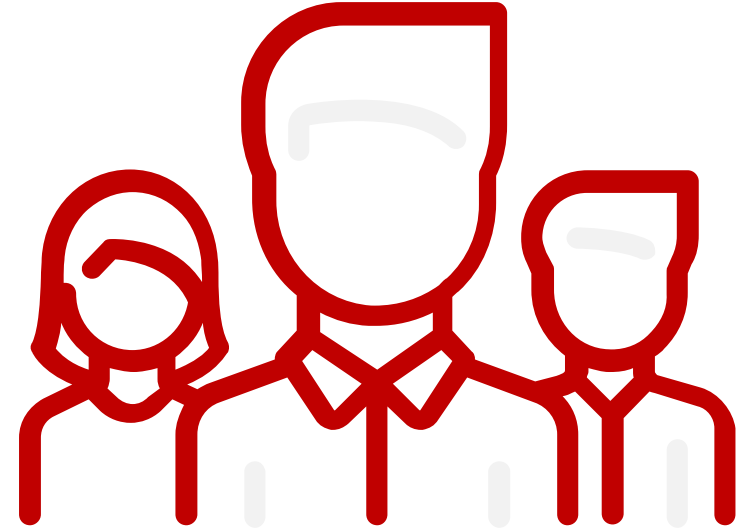
In the call center context, gamification is a strategy used to engage and motivate agents to meet business goals in exchange for rewards and recognition.



Three Key Challenges with the Call Center Agent

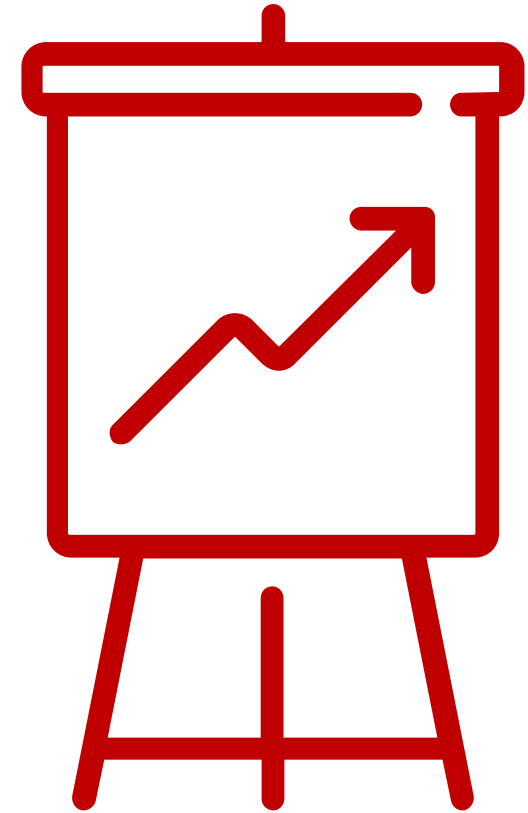
1. Motivation
2. Attrition
3. Alienation (especially in the remote environment)

Gamification can have a positive impact on all of these challenges.



Benefits of using gamification within a contact center

- **It motivates agents to focus on business goals**
- **Measures agent performance**
- **Boosts morale**
- **Increases productivity**
- **Offers a transparent and fair reward system**
- **Brakes monotony and drives engagement**
- **Reduces agent turnover and replace expenses**
- **Creates a competitive healthy work environment**





02

How does it work?

2.1 The Gamification Process

2.2 Determining the KPIs

2.3 Prizes up for grabs

2.4 Game Mechanics

2.5 Scorecards, Leaderboards, and Alerts

The Gamification Process

Determine what KPIs you need or want to improve

1

Set KPI Targets for the agents to compete for

3

Track agent performance and set alarms

5

Settle for a gamification program/game

2

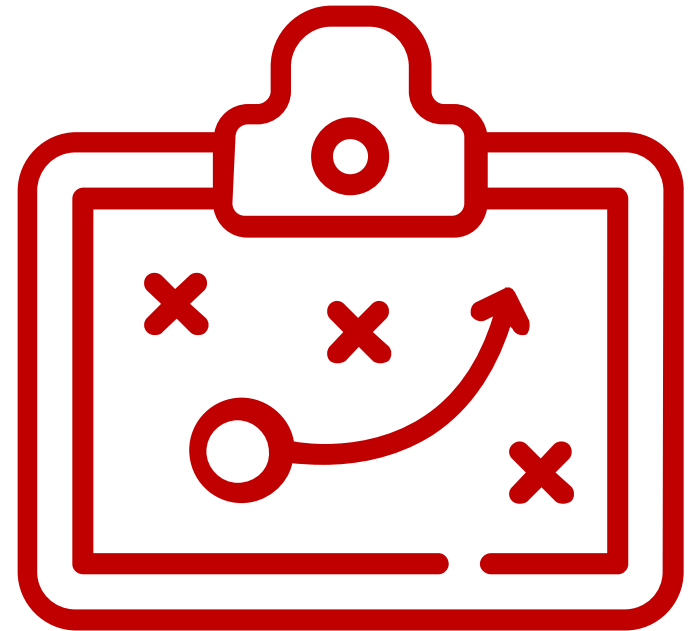
Decide on the prizes and award system

4

Determine what KPIs you want to improve

If the purpose of gamification is to improve the overall performance of your contact center, you first need to define what exactly you want to improve. Here is a list of some of the KPIs that you can incorporate into your gamification system.

- Average Speed of Answer (ASA)
- First Call Resolution (FCR)
- Service Level
- Average Handling Time (AHT)
- Average Hold Time
- Percentage of Calls Transferred



Prizes up for grabs

Incentives play a crucial role in the grand scheme of gamifying a contact center. This is why you want your prize list to be as attractive as possible for the agents.

Here is a quick list with some ideas that can work both for Team vs. Team and Free for All games.



- **Ship physical prizes/trophies/diplomas**
- **Grant digital gift cards and coupons**
- **Bonus in an agent's paycheck**
- **Free lunch delivery**
- **Accessories & Gadgets**
- **Premium subscriptions to popular streaming services**
- **One day off**
- **Start late on Monday / Finish early on Friday**

Game Mechanics: What do you need?

One Gamemaster: a manager or supervisor in charge of the project to communicate the rules and the outcomes, and to oversee the entire process.

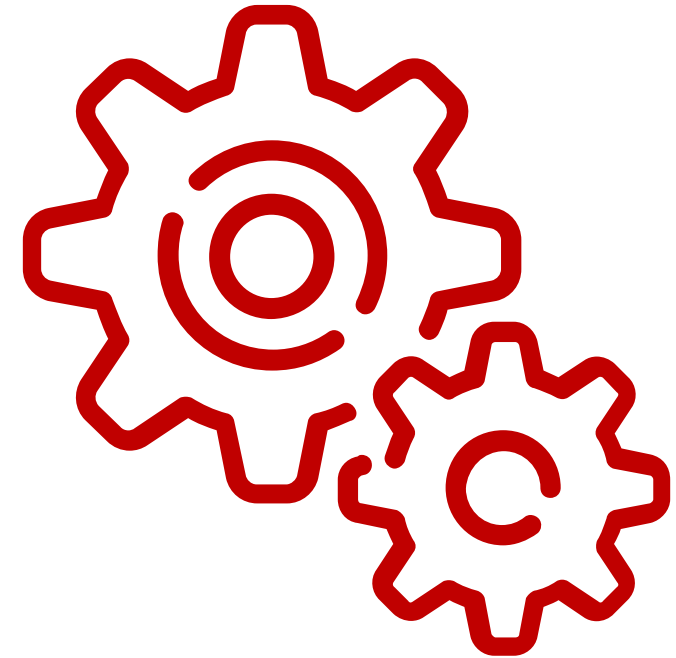
A reporting system: A way for the agents to see how close they are to the goals and how they fare against each other.

Analog:

- **Whiteboard**
- **Emails**

Automated:

- **Provide access to real-time reports**
- **Create customizable alerts**



Scorecards, Leaderboards and Alerts

In general, for any competition-based game, you need reporting capabilities that can track individual performance.

As a rule, you want to create two main reports and customizable alerts:

Agent Scorecards: where each agent can track his/her performance against the goals.

One Leaderboard: a list with the top-performing agents based on certain pre-determined KPIs.

Depending on the reporting platform you use, you want to customize specific reports and provide access to your agents. If this is not possible, the person responsible for the gamification program can send periodic emails with the updated Leaderboard.





03

Three Examples

3.1 Sales Bingo

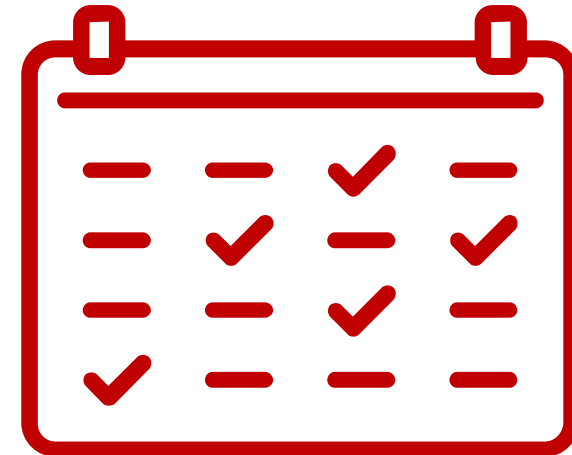
3.2 Buddy Olympics

3.3 Mystery Prize

Sales Bingo

As the name suggests, this game is suitable for sales campaigns. In short, this is a sales competition with multiple prizes.

1. Create a bingo grid with various small sales goals or KPIs on each square.
2. Place smaller prizes on each square
3. Whenever an agent reaches one of the goals on the grid, award them with that specific square prize.
4. When someone gets bingo, reward them with a bigger, more consistent prize.



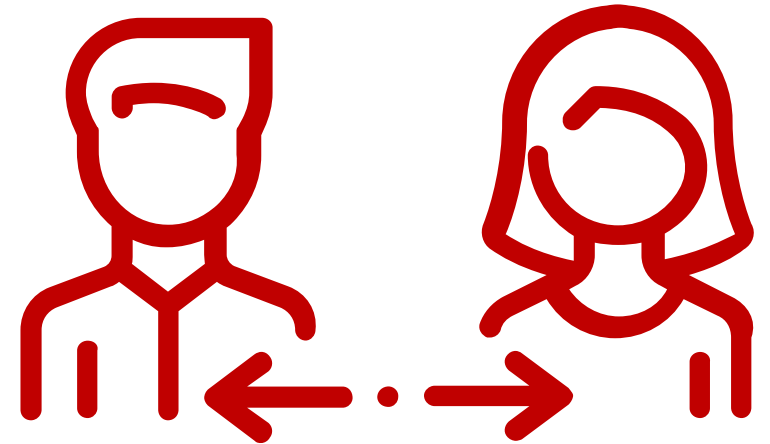
Sales Bingo Example

Made 5 sales	Took part in an employee focus group	Customer said "wow"	Spoke to 5 people with Welsh accents	Achieved a 90% quality score
Greeted each customer with their name	CSAT score of 10	Spoke to a customer with a "v" in their name	Communicated with a different department	Spoke to 9 male callers
2 sales in a row	Mentioned your name to every customer	Customer gave you a compliment	Said "happy to help" to 10 customers	Responded to 20 customer emails
CSAT score of 10	Spoke with someone named Roger	Helped a fellow advisor	Posted a tip on the employee forum	Handled 2 Twitter Interact.
Gave advice to a new recruit	Spoke to 8 female callers	Spoke to 50 customers	Handled 5	Responded to 20 social media interact.

Buddy Olympics

A lot of companies use the buddy system to help newcomers integrate and familiarize themselves with the company culture. But gamification can make this process much more efficient.

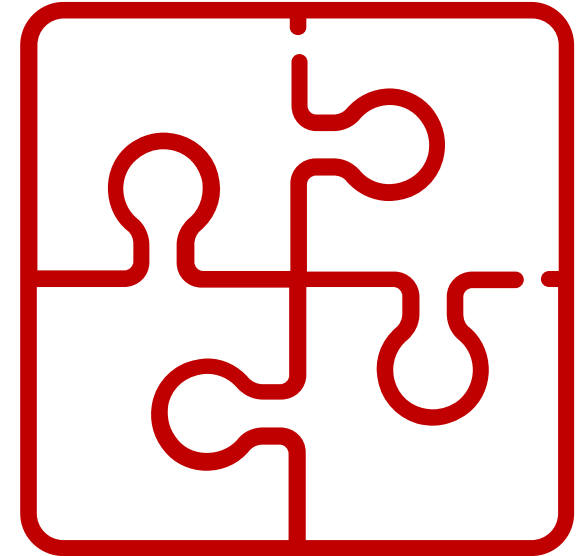
- 1. Create multiple pairs of agents.**
- 2. Pair one experienced agent with a newcomer.**
- 3. Set goals and prizes.**
- 4. Encourage the pairs to cooperate in order to win against the other teams.**



Mystery Prize

In order to win the prize, agents need to guess what the mystery prize is. Completing KPI-related goals earns them clues.

- 1. Prepare an out-of-the-ordinary prize.**
- 2. Prepare a list of clues.**
- 3. Set daily (and/or weekly) goals.**
- 4. Whenever an agent/team reaches a goal, they receive a clue.**
- 5. The game continues until someone guesses what the prize is.**





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Thank You!