

# AMPLIFYING CX SUCCESS WITH GAMIFICATION



**NICE**



# Shape Employee Motivation, Engagement, and Autonomy in an Economic Downturn

In a turbulent economy, it's more important than ever to motivate and inspire your contact center agents. Investing in your employees will empower them to do more with less, boosting productivity and profitability. Using advanced gamification models will help employees in a hybrid workforce hit their KPIs, meet new demands, and deliver a superior customer experience.





# What Is Gamification, Actually?

**Gamification is about applying game-like mechanics to workplace activities and goals. Examples include:**

- Moving a racecar across a corkboard for every new sale
- Giving agents raffle tickets every time they hit their target
- Handing out recognition certificates for agent of the month

Old-school gamification efforts were manual, labor-intensive, and difficult to sustain. But modern gamification automates games and provides a sustainable, dynamic way to reward and engage agents. **It's a powerful way to motivate employees to improve performance.**

## It's not just fun and games

In a time when profitability is the new name of the game, gamification can help you meet the demand for higher quality services and the constant need to build a performance culture.

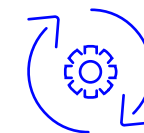
**Gamification is a lever for improving business performance by:**



Motivating and engaging agents by making work fun



Aligning performance goals with business objectives



Decreasing supervisor workload while driving team performance

Are you already tracking employee performance across key metrics such as sales or quality? **Tie their progress to challenges, levels, and points.**

Are you struggling to fill the most challenging shifts? **Recognize your graveyard shift champions.**

## Gamification is a compelling way to drive employee engagement

Companies don't have a gamification problem—they have an employee engagement problem.

**Gamification can help you:**

- ✓ Onboard new hires faster
- ✓ Replace classroom training with digital courses and challenges
- ✓ Recognize and retain top talent

According to a 2022 NICE survey, 57% of employees believe gamification improves their performance and 47% believe it improves their overall happiness and engagement.

**And they are right: NICE customers who have implemented gamification saw a 15% reduction in average handle times (AHT) within 3 months and a 10% increase in customer satisfaction (CSAT) scores.**



# Amplify Engagement in Your Everyday Activities

Gamification is a compelling way to help everyone in the business achieve their goals and meet their targets—all while improving employee satisfaction.

## Agent

Gamification boosts agent engagement. Games and challenges give agents incentives to hit goals and improve performance, while making the whole process more fun.



## Supervisor

Automated gamification makes supervisors' lives easier by eliminating the manual burden of managing games and rewards.



## Executive

Gamification leads to higher agent engagement, and higher agent engagement leads to higher average revenue growth, net profit margin, customer satisfaction, and earnings per share.<sup>1</sup>



## Customer

With gamification, agents are more engaged, attentive, and committed to customers. Engaged employees generate 81% higher customer satisfaction.



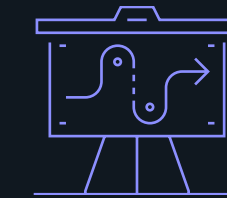
## Gamification has a role to play in every type of contact center



Empowers **inbound** agents to take ownership over their work and feel a continued sense of accomplishment.



Fosters a structured, competitive environment in **outbound** contact centers.



Helps **blended** centers stay on track with the variety of goals they are tasked with.



Unites peers and teams with **remote and hybrid** contact center agents.

88%

of companies use contests and competitions to engage their employees.

<sup>1</sup> Jackie Wiles, Gartner, Inc., "What Is Employee Engagement?" (October 2019)





# Getting Started with Gamification

A winning gamification program is one that can be explicitly connected to your company's priorities. So, before launching such a program, follow these steps:



## 1. Identify company priorities

An example might be customer experience.

## 2. Connect frontline metrics to company priorities

The frontline is where the Net Promoter Score (NPS) is both measured and directly impacted.

## 3. Discover how gamification can drive those metrics

Create weekly challenges that recognize the employee with the top NPS.

## 4. Don't jeopardize success by building too much, too fast

Start by creating a vision for everything your organization wants to include, then work backwards to determine manageable goals for each phase.

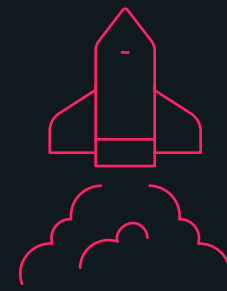
Consider launching your program in stages. This allows you to adapt to insights gained in each phase and builds engagement as employees look forward to what's coming next.





# Match Your Program to Your Goals and Business Environment

Different games, game rules, mechanics, and metrics are suitable for different contact center environments and business goals.



Agents can play a game against themselves or against their peers. They can compete individually or in teams. Even supervisors can join in the fun.

## **Do you want to engage and motivate new hires?**

Let them work at their own pace to reach their personal goal, which may vary according to tenure, topic, etc.

## **Is there an urgent sales target to meet?**

Ask agents to compete against themselves in a time-limited competition.

## **Looking to drive some healthy competition?**

Get employees to compete against each other for a prize.

## **Want to build team spirit and incentivize friendly rivalry?**

Let different teams compete against each other, allowing agents to bond around a shared goal.

You can even let supervisors go head to head with other supervisors on leadership-level metrics. They'll be more motivated to be better coaches and push agents to reach goals.

You can ask contact center leaders to set the goals and award the prizes. Or you can empower agents to challenge their peers and wager some of their own points or coins. This is a low-effort way to engage the most competitive agents.

## **Want to level the playing field so that the most tenured veterans aren't competing against your new hires?**

You can use agent attributes such as tenure, position, date of hire and proficiency level to set game rules and metrics.





# Game Mechanics and Metrics

Choosing the right metrics and game mechanics is critical. If you focus only on calls per hour (CPH), agents might rush through interactions, leading to reduced customer satisfaction (CSAT). If you gamify only CSAT, it might lead to decreased CPH.

**Single metric games** are suitable for getting agents to focus on essential, time-limited goals such as reaching sales targets before the end of the quarter.

**Multiple-metric games** mean you're not just awarding an agent on a single metric, but motivating them to reach a certain threshold among three or more different key performance indicators (KPIs), such as:

- NPS
- CSAT
- Average Handle Time (AHT)
- Calls Per Hour (CPH)
- Average Speed of Answer (ASA)
- Average Hold Time
- Average After-Call Work Time
- Adherence to Schedule
- Number of Dials
- Sales
- Leads

You can add qualifiers to a game if you want to prevent agents sacrificing one KPI to achieve another.

A qualifier is an additional metric target that must be reached in order for players to remain eligible for the prize. For example, you could gamify sales, but to remain eligible to win, agents would need to have a certain level of schedule adherence.





# The Golden Rules of Gamification

Following best practices will help drive a successful gamification program. The principles of fairness, buy-in, and functionality are excellent guides for any employee engagement program.

## Fairness

01

Outline clear rules of engagement from the start. Employees should have a clear picture of what behavior is expected before implementation.

02

Invest in training and communication to ensure that everyone knows how to use gamification applications.

03

Games must be fair and most, if not all, game variables must be entirely within the agents' control.

## Buy-in

04

Know your audience and design games that appeal to each of the personas in your workforce to maximize engagement.

05

Focus on positive behavior by rewarding actions you want to enforce.

06

Dial in the right mix of intrinsic (autonomy, mastery, purpose etc.) and extrinsic (rewards and recognition) awards to connect with your audience. All rewards must be worth the effort.

07

Let individuals and departments have ownership—team names, specialized rewards and individualized coaching sessions are great way to achieve this.

08

If you want to continue to grow your gamification program, you need to prove its impact. Drive visibility with objective proof.

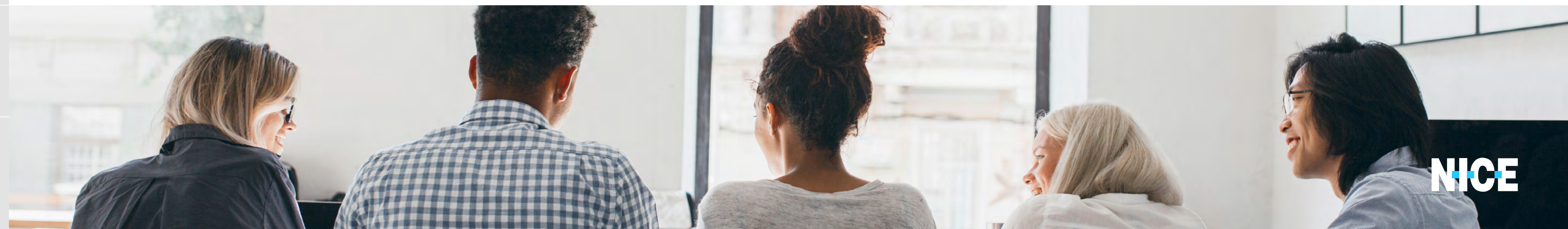
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Be sensitive to employee feedback and adjust the gamification program depending on what is driving action and best engaging your employees.

## Functionality

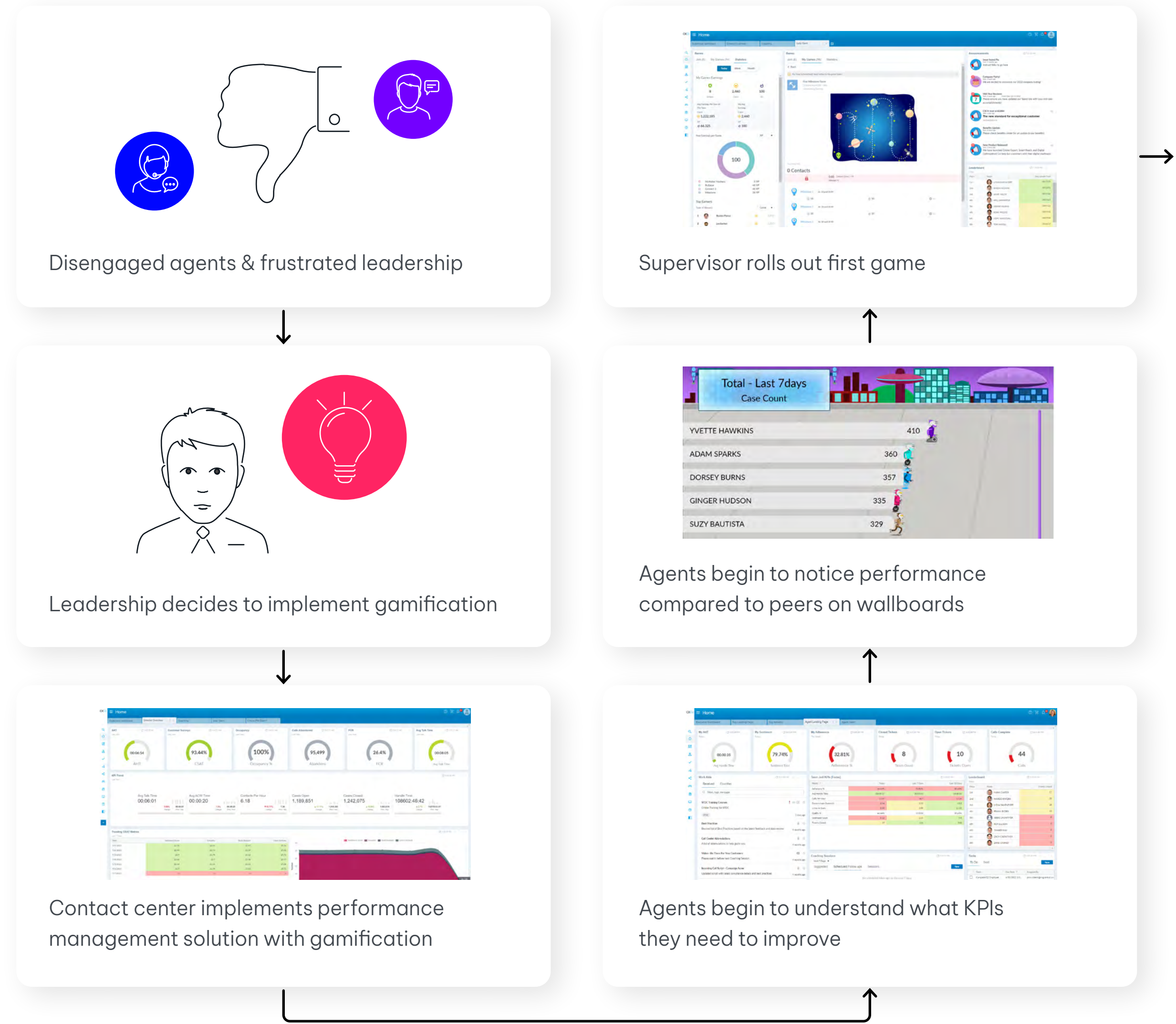
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Use automated gamification to help your team stay on task without manually tallying on a whiteboard.



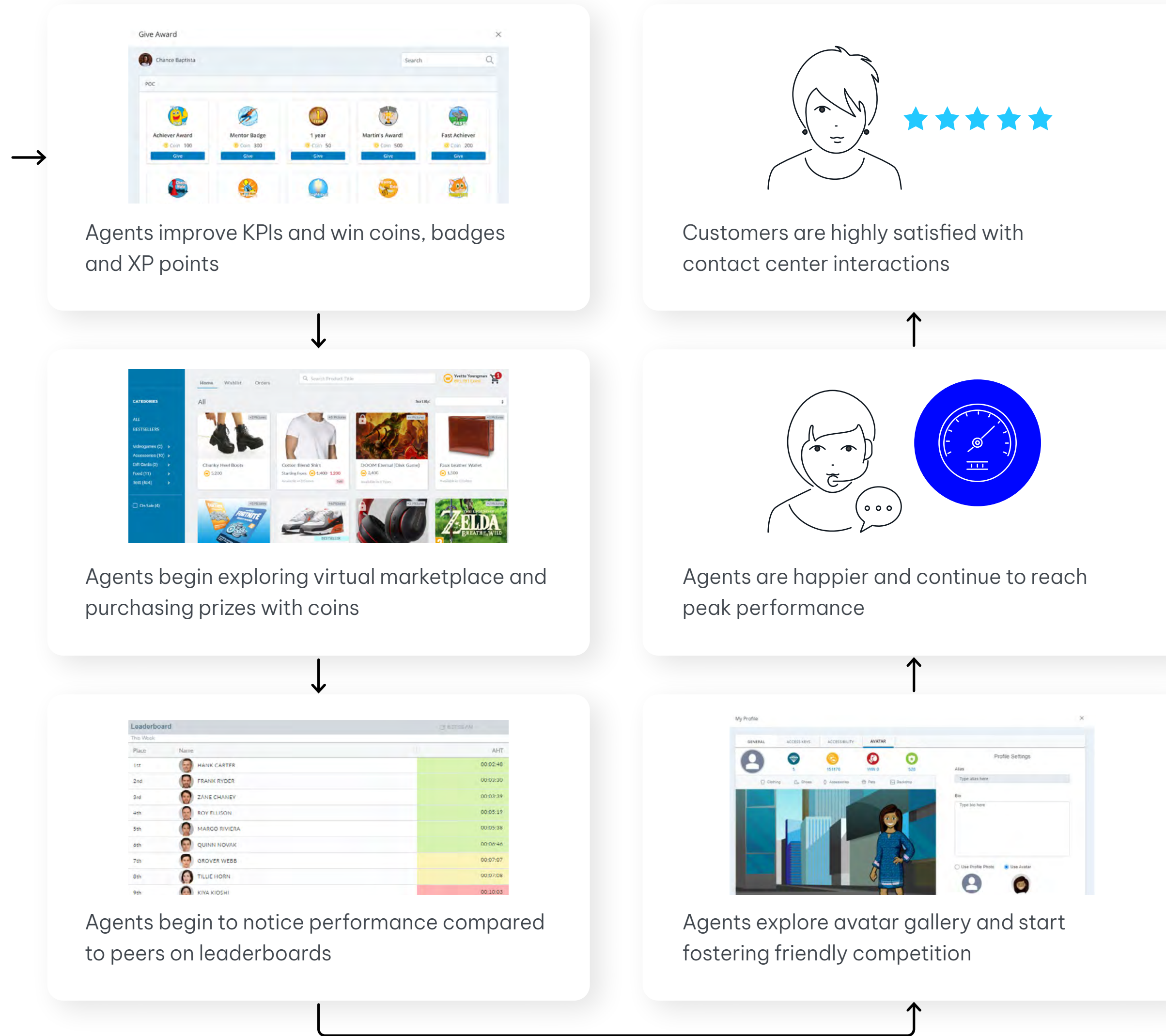


# The Gamification Journey





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# Choosing the Right Software

You'll want to consider a performance management tool that comes with functionality to gamify KPIs as well as monitor real-time and historical data on dashboards and wallboards.



Executives and supervisors need reporting to first identify the KPIs and metrics that need to be boosted through gamification. Dashboards help supervisors identify and track KPIs while they are gamified.



Contact center employees should be able to view a wallboard in the contact center or via a URL to show basic performance gauges, racing screens, rankings, awards, and achievements.



Agents should have access to personal dashboards to track games, rewards, coins, and stats.



Everyone in the organization should be connected to the gamification dashboard to promote buy-in and engagement. Announcements and other communications can be sent over the dashboard.





# Gamification as a Part of Your Workforce Engagement Strategy

**Digital and hybrid agents are hard to hire and retain. It's more essential than ever to help them develop the competencies they need to deliver superior CX.**

Gamification is an important puzzle piece in your workforce engagement strategy. Leverage gamification to keep employees engaged and committed to serving your digital customer experiences.

You can use gamification as a tool within CXone Performance Management, part of CXone Workforce Engagement.

For more information visit [www.niceincontact.com](http://www.niceincontact.com) or contact us directly to speak to a contact center expert about how to start your gamification transformation.

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

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