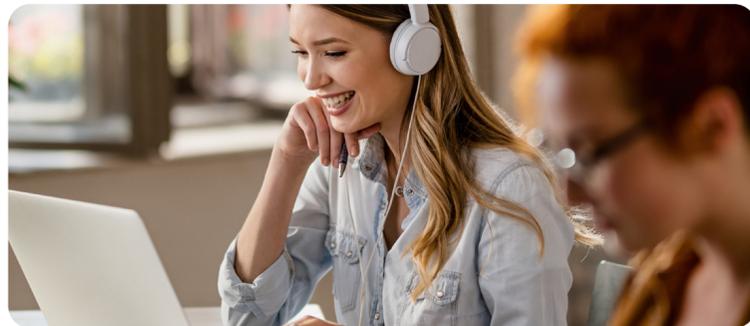


Wouldn't it be NiCE if work felt like winning?

Turn employee engagement into measurable business results

Gamification isn't just about points or badges - it's a powerful way to motivate employees and link engagement directly to business outcomes. With NiCE Performance Management, gamification transforms everyday tasks into personalized challenges that spark healthy competition, drive growth, and align agent behaviors with organizational goals. Built into CXone and powered by AI, Performance Management keeps agents motivated and engaged within their daily workflow.



Proven impact¹

97%

report a positive change after implementing gamification

76%

report significant productivity gains

¹The Power of a 360 Performance View - Survey report

Why engagement matters

Today's customers expect **fast, accurate resolutions** - even for complex issues that can't be solved via self-service. Agent engagement directly impacts customer experience.

Yet, in a recent NiCE survey only **14%** of contact center agents reported feeling highly engaged. Disengagement leads to:

- Higher attrition
- Lower performance
- Challenges in hybrid/remote environments

Gamification closes the gap by motivating, recognizing, and rewarding behaviors that lead to exceptional service.

High-impact use cases

- **Onboarding & ramp-up:** Level-based learning games for quick wins
- **Quality & compliance:** Tie challenges to QA scores and coaching tasks
- **Service performance:** Improve KPIs like AHT, FCR, and CSAT
- **Sales & retention (if applicable):** Encourage upsell/cross-sell and track conversions
- **Change adoption:** Reward consistency with new tools and processes

What makes NiCE gamification unique

Purpose-built for contact centers - Solves engagement, quality, and retention challenges in high-volume environments

- Native to CXone Mpower PM - No separate integrations needed
- AI-personalized - Tailored challenges and rewards based on trends
- Scalable & adaptable - Works across all sizes, geographies, and work models
- Diverse formats - Appeals to different motivational styles
- Fast adoption - Quick setup, intuitive use, and high participation rates

Benefits

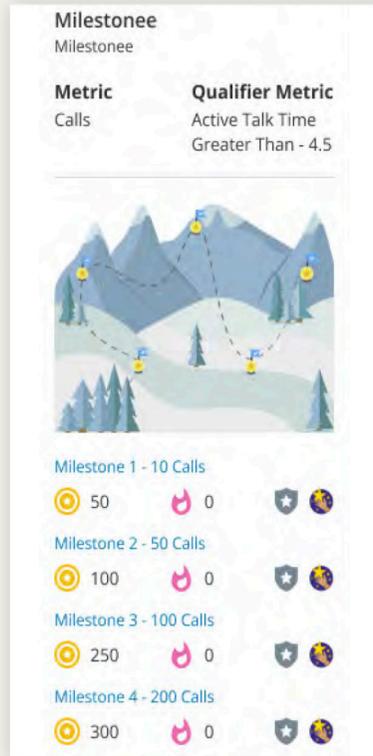
- **Boost productivity** - Focus agents on what matters most, with clear KPIs and targeted challenges
- **Improve retention** - Keep teams engaged and motivated to reduce turnover and hiring costs
- **Elevate CX** - Recognize and reward the actions that drive happier customers
- **Enhance transparency** - Give agents simple, clear visibility into goals and progress
- **Support remote teams** - Keep hybrid and remote agents connected, informed, and inspired

Key features

- **Multiple challenge formats** - Create individual, team, and multiplayer competitions
- **Executive dashboards** - Identify KPIs and metrics for agents to target
- **Points-based recognition** - Redeem rewards in a virtual marketplace
- **Simplified command center** - Quickly design, launch and track games
- **Personal agent dashboards** - Track challenges, coins, and rewards
- **Wallboards** - Keep competition visible and engaging
- **AI-powered recommendations** - Get suggestions for games based on forecasted performance trends



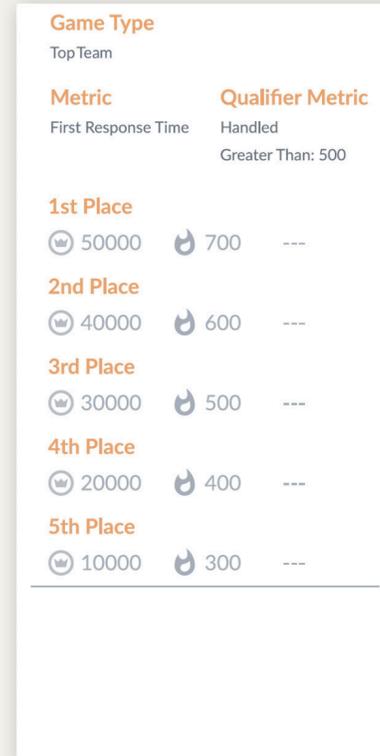
3 proven engagement drivers



1. Motivation

Milestone-based challenges tied to KPIs

Example: Reward SLA compliance or improved product knowledge with redeemable points



2. Competition

Leaderboards, recognition, and progressive goals

Example: Weekly First Response Time challenge to prioritize speed and accuracy

Leaderboard 3:03:11 AM

Last 7 Days

RANK	AGENT NAME	AVERAGE HANDLE TIME
1	Dulce Kenter	00:01:10
2	Cameron Williamson	00:02:28
3	Makenna Saris	00:02:39
4	Erin Curtis	00:03:13
5	Albert Flores	00:04:28
6	Madelyn Baptista	00:08:18
7	Robert Fox	00:15:50
8	Carla Philips	00:00:00
9	Makenna Torff	00:00:00
10	Eleanor Pena	00:00:00

3. Collaboration

Reward mentoring and team success

Example: Recognize top performers who help peers improve



About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

www.nice.com

[Contact us](#)



Ready to engage and perform?

Discover how gamification through CXone Mpower Performance Management can transform employee engagement and customer experience.

Contact us today to learn more.

