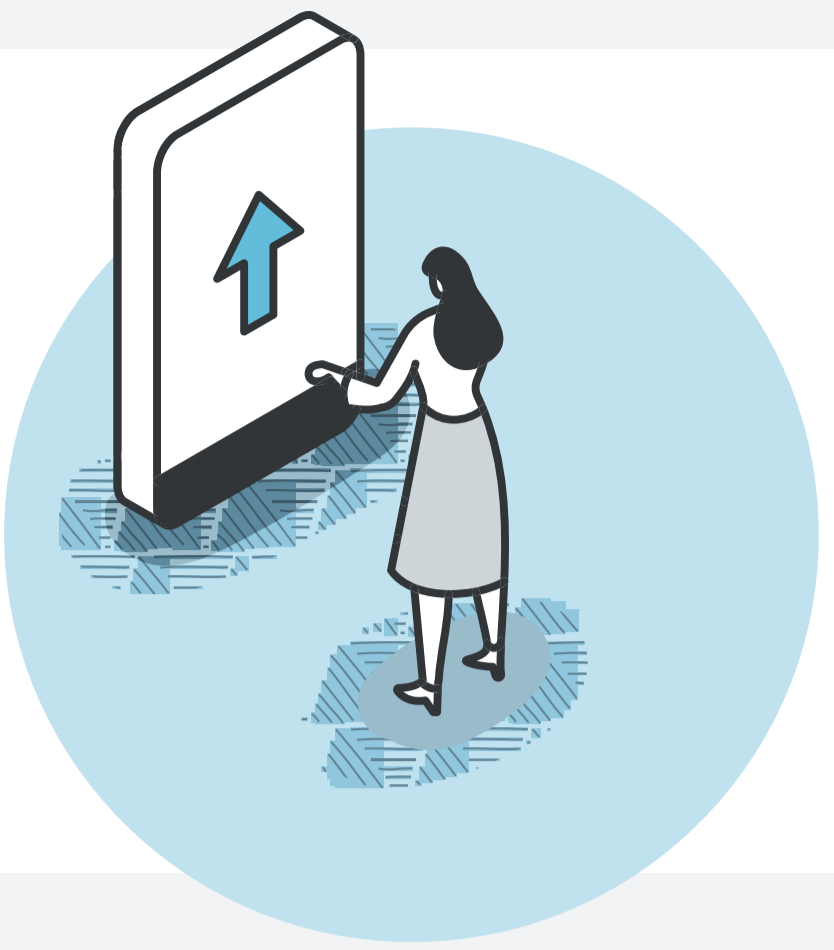# GAMIFICATION FOR CONTACT CENTER

Motivate your Contact Center agents by generating tangible results in their satisfaction and operation.

What is Gamification?

Gamification is one of the most powerful tools a Contact Center can use to train effectively its agents, and increase the degree of commitment in light of any organizational or technological change.

It is an interesting strategy to increase the involvement of agents, while improving their performance and generating more results.

Benefits of Gamification in the Contact Center

› Incentivate the motivation to succeed, facilitating the achievement of the Contact Center's objectives.

› Increase agent engagement.

› Create a bond between player and content.

› Invite the player to act.

› Favor team work and collaboration.

› Problem solving through individual or group challenges.

› Process and concept learning.

Tangible results with Gamification

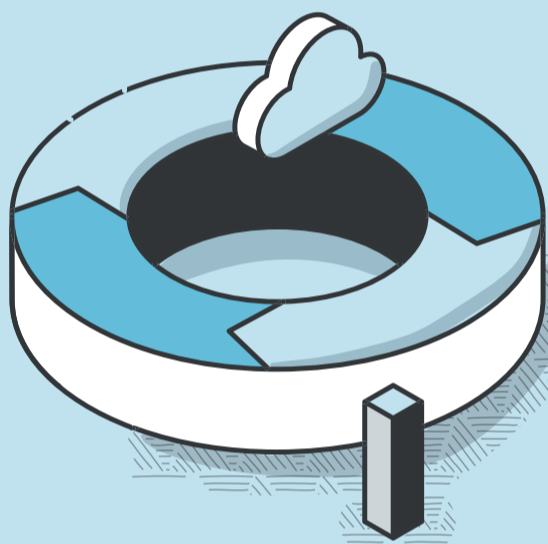**21%**
Increase campaign profit.

20%
Increase in sales and sales quality.

17%
Increased productivity.

12%
Absenteeism reduction.

How to get results with Gamification for Contact Center?

Establishing goals and objectives.

› It is important to know where you wish to get and base it on service KPI's past experiences.

› Individual o group tarjets.

› Intermediate objectives (bonifications and sprints).

Continuous follow up

› Acknowledge progress and achievements.

› Foster competition between participants.

› Create different ranking spectrum to match different skill of the participants.

› Facilitate constant feedback based on points and positions.

› Players receive push notifications through their smartphones regarding their position and other motivational messages.
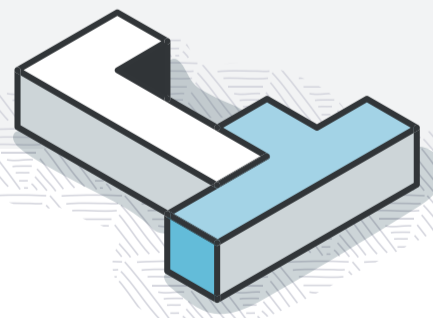
Awarding

› They are fundamental to sustain the interest of both teams and players.

› Prizes can be given through codes that players receive using the App.

› The frequency when delivering awards will vary depending on the needs of the game (generally weekly) and they will not always be monetary.

Why implement a Gamification solution for Contact Centers?

› We know how to create games that generate an impact.

› We develop games that get people hooked.

› We have a robust gamfication platform.

Result from applying Gamification

10%
Productivity increase.

12%
Absenteeism reduction.

90%
of the agents received new training.

+230
Games.

90%
Satisfied customers.

72%
of the users where awarded.

Available in **10** languages, including Chinese.

Foster the motivation of agents by applying dynamic games to remote working in a Contact Center.

Enghouse Interactive