

# CCW Vegas 2019 - nGUVU



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Pascal LeClerc, VP Marketing & Product Strategy, nGUVU supplied answers to pre-submitted questions about the company's employee engagement platform, which enables businesses to gamify their contact center KPIs.

***How does your NEngagement agent journey platform influence agent behaviors by their natural desire for competition, collaboration, achievement, status and recognition?***

nGAGEMENT leverages people's natural desires through Games and Social Media concepts. Intuitively, we all know that games work, adding a game or social media concept to a business process will create that personal connection and build intrinsic motivation and engagement.

***Why is it important to create an immersive engagement experience to empower agents to manager themselves?***

Offer a completely new way of connecting with their results, with an easy to use UI, near real time results, focusing on objectives and scoring points. Adding intrinsic motivation to our customers' existing processes of managing performance, coaching, training, etc. That are considered like "external" motivators. Adding the Intrinsic piece really becomes very powerful.

***In what ways does your platform enable managers to identify risks such as employee departures and frequent absences and take proactive steps to prevent them?***

Blending performance scores and our engagement indicator allows supervisors to track engagement levels and proactively open discussions with the concerned agents. Future features will use AI to identify trends and predict risks up to 2 weeks in advance.

***How does your platform go beyond the boundaries of traditional gamification solutions to prepare contact centers for the realities of operating under today's changing standards?***

Gamification is more than games: it also includes the social media perspective; we are also building AI and ML features that will recognize performance and engagement levels and automatically trigger activities in our platform.