



Gamification Unleashed

Engaging Minds, Achieving Goals

Tuesday, September 19, 1pm Eastern



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Agenda

- **Part 1: Examining the Essence of Games**
 - Decoding the Meaning of Games
 - The Market
 - Philosophical Underpinnings of Games
 - Analyzing Games Mechanics
- **Part 2: Insights from customer**

Employee Engagement Is Hard to Define and Even Harder to Measure. But You Know When It's Not There.

61%

of American employees say they are **burned out at work**

33%

of workers say boredom is the main reason they want to **leave their jobs**

33%

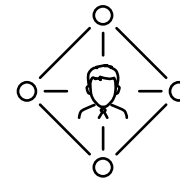
of employees say they **don't trust their employers**

75%

of employees quit their job because of **their boss**



Between **\$450-500 billion** is lost annually because of low employee engagement



... the single biggest indicator of job satisfaction is **whether the workers have the tools they need** to do their jobs perfectly



Encouraging employees to keep their “head in the game” — and giving them the tools to succeed — **is the job of every supervisor and leader...**

Decoding the Meaning of Games



“Hey Chat GPT, what is Gamification?”



Gamification is the use of game design elements, principles, and mechanics in non-game contexts **to engage and motivate individuals and solve problems.**

It involves:

1. **Game Elements:** Points, badges, levels, and rewards.
2. **Goals and Objectives**
3. **Feedback and Progress Tracking**
4. **Competition and Leaderboards**
5. **Rewards & Incentives**
6. **Social Interactions**

“Why should companies care?”



Companies should care about gamification for several reasons, as it offers **numerous benefits that can positively impact** various aspects of their operations and interactions with customers and employees. Here are some key reasons why companies should consider incorporating gamification:

1. **Increased Engagement & Performance**
2. **Motivation & Behavioral Change**
3. **Learning & Skill Development**
4. **Data Collection & Insights**
5. **Employee Loyalty, Satisfaction & Retention**
6. **Healthy Competition**

Gamification is Huge Business...

US\$ 15.3 Billion

The global gamification market size reached **US\$ 15.3 Billion** in 2022. Looking forward, IMARC Group expects the market to reach US\$ 53.2 Billion by 2028, exhibiting a growth rate (CAGR) of 21.9% during 2023-2028.

Report Attribute	Key Statistics
Base Year	2022
Forecast Years	2023-2028
Historical Years	2017-2022
Gamification Market Size in 2022	US\$ 15.3 Billion
Gamification Market Forecast in 2028	US\$ 53.2 Billion
Gamification Market Growth Rate 2023-2028	21.9%

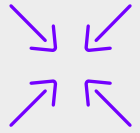
[Gamification Market Size, Share, Growth and Forecast 2023-2028 \(imarcgroup.com\)](https://www.imarcgroup.com)

GAMIFICATION STATISTICS [2023]: FACTS + TRENDS YOU NEED TO KNOW

After extensive research on gamification stats, our data analysis team concluded:

- **90% of employees** say gamification makes them **more productive** at work.
- On average, employees experience a **48% engagement increase** with a gamified work experience.
- Companies that use gamification are **seven times more profitable** than those that do not use gamified elements at work
- **72% of people say gamification motivates them** to do tasks and work harder on the job.
- The global game-based products and services market is expected to grow at a compound **annual growth rate of 12.9% between now and 2025.**

[25 Gamification Statistics \[2023\]: Facts + Trends You Need To Know - Zippia](#)



INBOUND / OUTBOUND



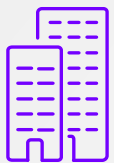
DIGITAL



BLENDED

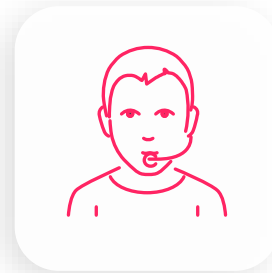


REMOTE



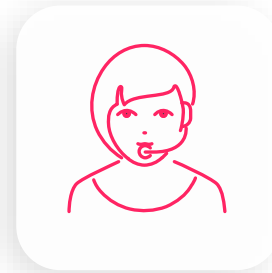
IN-OFFICE

Gamification for Every Type of Operation



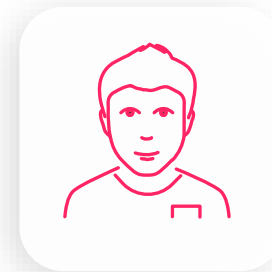
AGENT

Rewards and recognition is the number one factor that contributes to high agent satisfaction.¹



SUPERVISOR

The number one reason supervisors leave contact centers is because of workload.²



EXECUTIVE

Higher agent engagement leads to higher average revenue growth, net profit margin, customer satisfaction and earnings per share.³

Different Types of Gamification

Employee self-competition

- Each employee competes against themselves.
- **Untimed self-competition**
 - Each employee works to reach their personal goal, which may vary according to tenure, topic, etc.
 - Ideal for newer hires
 - keeps employees engaged and motivated.
- **Timed self-competition**
 - Employee self compete in a time-limited competition.
 - Ideal for time-sensitive scenarios, such as achieving sales targets.

Team competition

- **Different teams compete against each other**
 - Fostering teamwork via common goal and shared competition
 - Inspire improved performance, team bonding and fun.

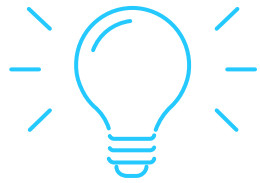
Peer competition

- Employees compete against peers.
- **Management-initiated**
 - CC Managers set the goals and award the prize.
 - Crafting a challenging yet attainable goal, enhances engagement.
- **Employee-initiated**
 - Employees are empowered to challenge colleagues and bet a portion of their own points or coins.
 - Ideal way to engage the most competitive agents.

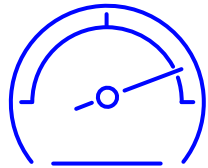
Supervisor competition

- **Supervisors compete on leadership-level metrics.**
- Motivate to improve coaching and drive agent goal achievement.
- Incentivizes problem-solving for team success hurdles.

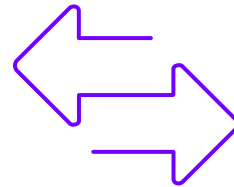
Gamification – a Dynamic Way to Motivate Agents & Drive Results



Motivate and engage agents by making work fun



Decrease supervisor workload while driving improved team performance



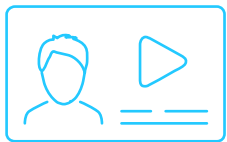
Align performance goals with business objectives

What strategies do you use to keep your employees motivated?

We Recommend 5 Focus Areas to Meet Objectives

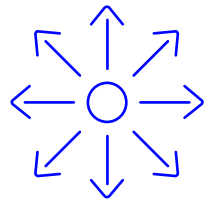


**Comprehensive
Ramp Program
(e.g. Passport)**



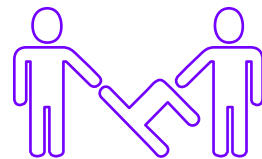
On-Boarding

**Growing Agents
(e.g. Product
Knowledge)**



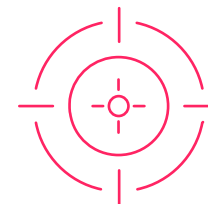
Broadening

**Recurring
Competitions**



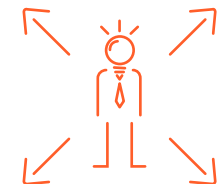
Contests

**Focused Initiative
(CX, Sales,
Retention, etc)**



Spot

Manager Targeted



Management

Performance Management

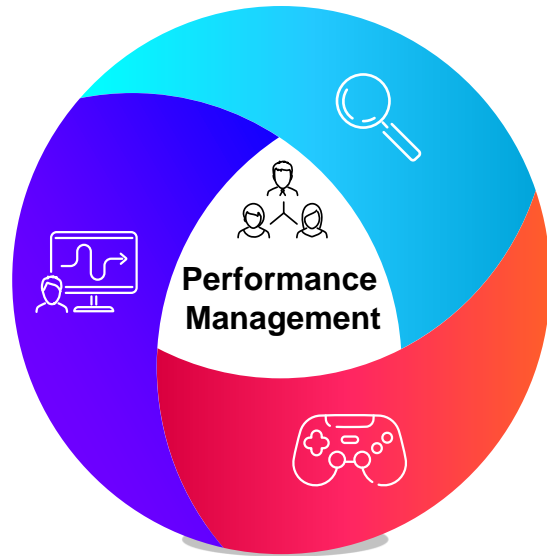
Happy Employees. Happier Customers.

KNOW

Gain insight into individual & team behaviors

GUIDE

Personalized coaching for each employee

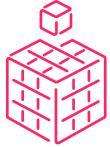


GAMIFY

Inspire Engagement, Motivation and Productivity



Gamification = Performance Booster



Games & Challenges

- Promote **growth** with challenging learning activities
- Promote **intrinsic motivation**: agents can create their own challenges
- Promote **teamwork and collaboration**: multiplayer and team vs team games
- Create a **personalized experience**: create avatars



Reward Success

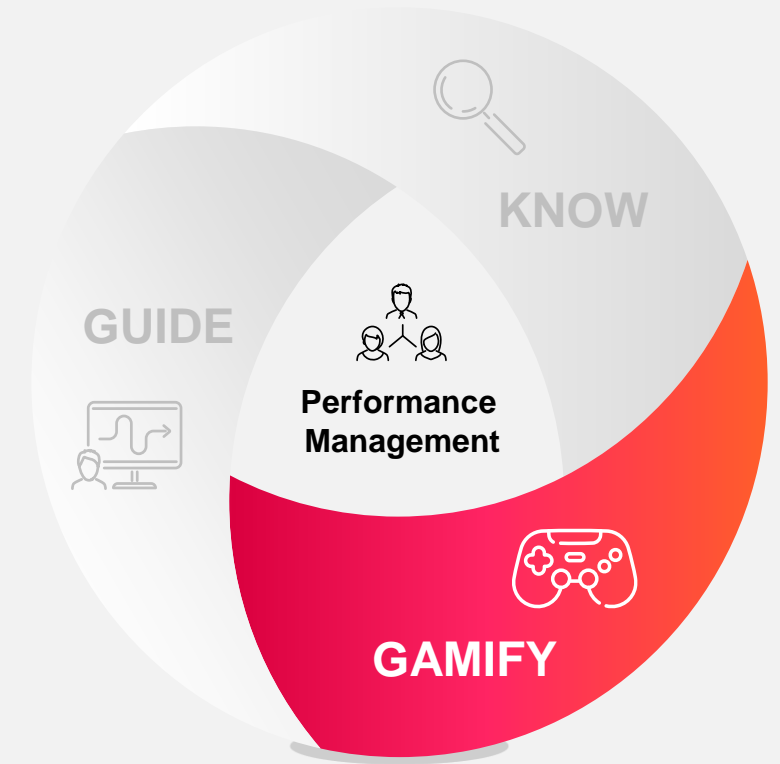
- Motivate employee engagement with **recognition**



Marketplace:

- Award redeemable points for superior performance
- Tailor marketplace rewards to your team and organization

According to NICE survey results, 57% of all believe gamification improves their performance. Further, 47% of agents believe gamification improves their overall happiness and engagement.

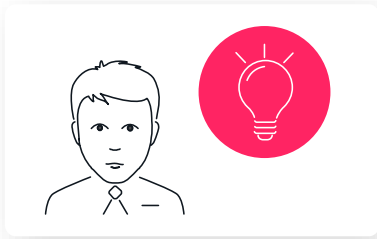


**Performance
Management**

How Gamification Works... The Journey

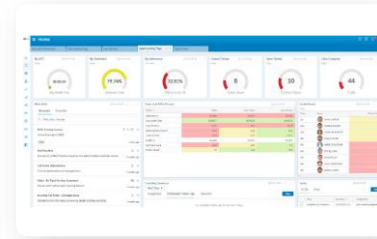
01

Leadership decides to implement Gamification!



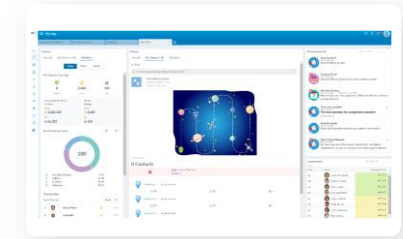
03

Agents begin to understand what KPIs they need to improve

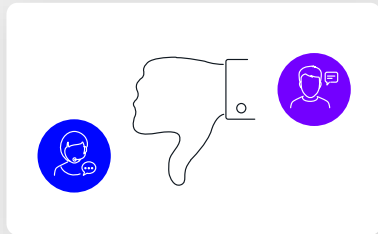


05

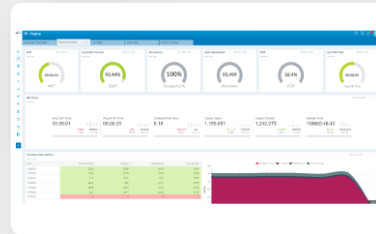
Supervisor rolls out first game



02



Disengaged agents & frustrated leadership



Contact Center implements Performance Management solution with Gamification

04



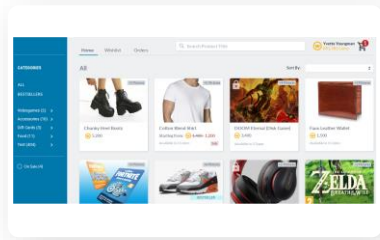
Agents begin to notice performance compared to peers on Wallboards

06

How Gamification Works... The Journey Continued

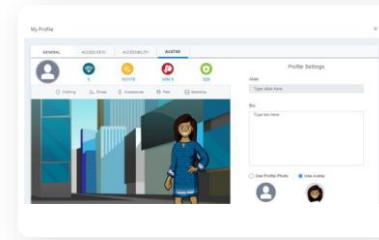
07

Agents begin exploring virtual marketplace and purchasing prizes with coins



09

Agents explore avatar gallery and start fostering friendly competition



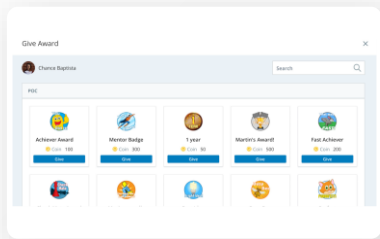
11

Customers are highly satisfied with contact center interaction!



08

Agents improve KPIs and win coins, badges and points

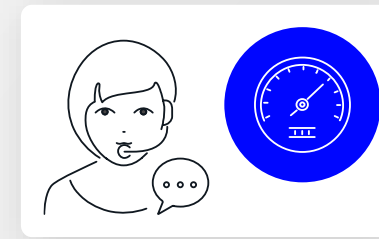


Agents begin to notice performance compared to peers on Leaderboards

Place	Name	Score
1st	JENNIFER CARTER	99.99%
2nd	FRANKIE BRONER	99.99%
3rd	JAMES CASHNER	99.99%
4th	BOB BLOOMER	99.99%
5th	VINCENTO BIANCHI	99.99%
6th	QUINCY HODSON	99.99%
7th	SHOVEL WISSE	99.99%
8th	TRUCK WISSE	99.99%
9th	ALAN WISSE	99.99%

10

Agents are happier and continue to reach peak performance!



12

Who Can Reap the Rewards of Gamification?



Agent

- High volume and complexity of work
- Lack of guidance
- Burn/out and life disruption



Supervisor

- Low engagement from team
- Low visibility
- Effective monitoring KPIs and personal coaching programs for improvement
- Remote onboarding



Manager

- Aligning with business targets
- Agent attrition
- Increasing CSAT and workforce engagement

Drive key Areas of Operational Excellence



Revenue growth



Operational cost reduction



Enhanced customer satisfaction



Employee retention



Employee engagement

Gamification Case Study





Incentives and games were simple



Tracking and providing updates to the agents took a lot of effort



Agents lost interest and disengaged



Prizes were not flexible



Reporting delays made payouts difficult to process in a timely manner

Challenges: Focus and Engagement



Objectives & Solution

Objectives

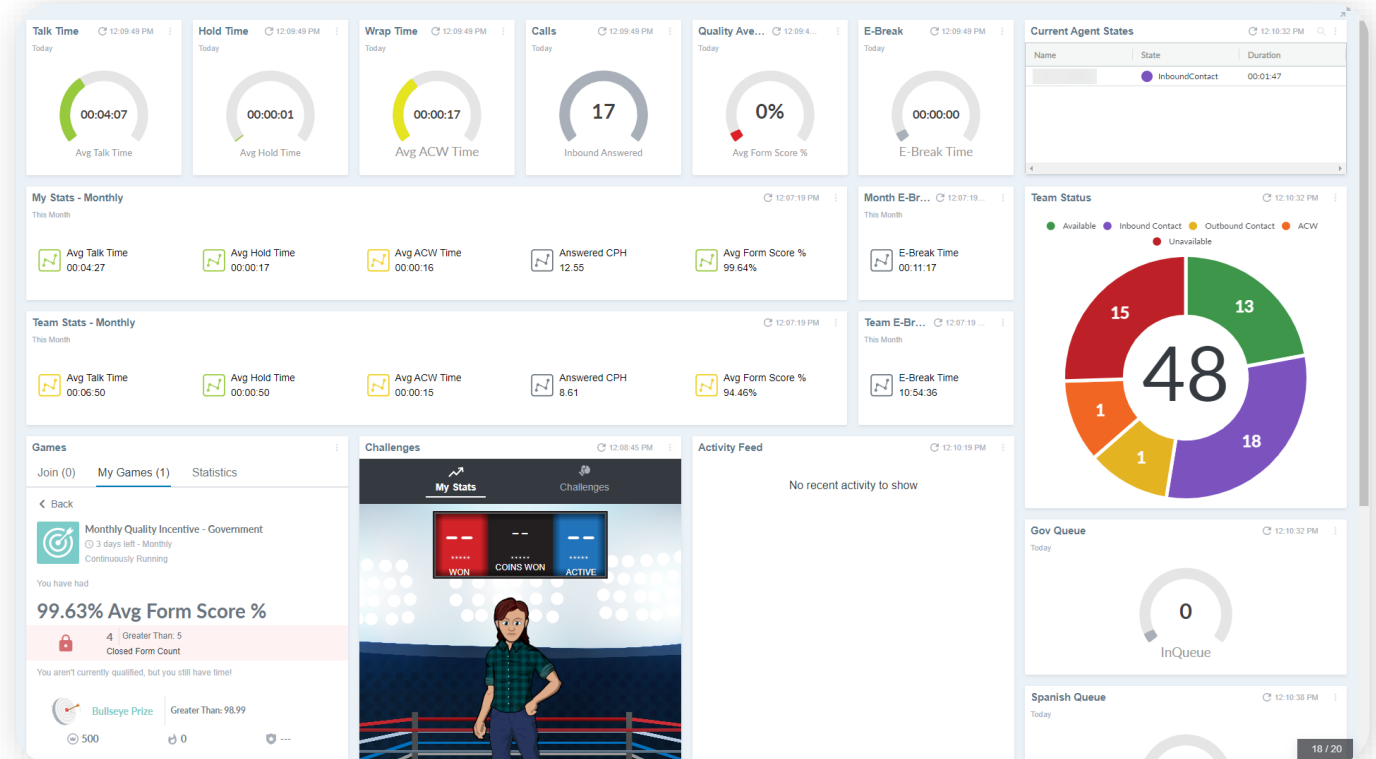
- Ensure agents and supervisors can access performance data in real time
- Automate agent incentives to improve efficiency and productivity
- Offer flexible and desirable prizes
- Improve agent productivity
 - Average Hold Time
 - Average Call Work Time
- Improve employee satisfaction
 - Reduction in attrition

Solution

- CXone Performance Management
- Gamification

Agent Dashboard Creation

- **A universal dashboard for agents** to see their daily and month-to-date performance
- **Games module** – agents opt into games and track their progress
- **Challenges module** – agents can create their own contests with their peers



How did we decide what to offer in the marketplace?



General agent surveys on possible prizes



Targeted agent focus groups to discuss various prizes

Marketplace Creation



Customer Marketplace

The screenshot displays a customer marketplace interface with a blue sidebar on the left and a main content area on the right. The sidebar contains the CXone logo and a 'CATEGORIES' section with 'ALL' and 'BEST SELLERS' sub-sections. Under 'BEST SELLERS', there are four items: 'Gift Card (3)', 'Time Based (2)', 'SKYGEN Store (5)', 'Electronics (2)', and 'Office Supplies (1)', each with a right-pointing arrow. The main content area has a top navigation bar with 'Home', 'Wishlist', and 'Orders' links, a search bar, a coin balance of '1,120 Coins', and a shopping cart icon. The featured product is an 'Apple Watch Series 6' with a red band, priced at 21,500 coins. Below the main product are four smaller featured items: a Walmart Gift Card (starting from 1,000 coins), a Jabra PRO 920 Headset (18,000 coins), a Government PTO - 1 Hour (2,500 coins), and a Target Gift Card (starting from 1,000 coins). Each item includes a 'Featured' badge and a 'Quantity' selector.

CXone

CATEGORIES

ALL

BEST SELLERS

- Gift Card (3) >
- Time Based (2) >
- SKYGEN Store (5) >
- Electronics (2) >
- Office Supplies (1) >

Home Wishlist Orders

Search Product Title

1,120 Coins

Apple Watch Series 6 21,500

Apple Watch Series 6 lets you measure your blood oxygen level with a revolutionary new sensor and app. Take an ECG from your wrist. See your fitness metrics on the enhanced Always-On Retina display, now 2.5x brighter outdoors when your wrist is down. Set a bedtime routine and track your sleep. See link for more details: <https://www.walmart.com/ip/seort/478251261> ***This award is considered taxable for payroll purposes***

Quantity: 1

Add to Cart

Walmart
Save money. Live better.

Walmart Gift Card
Starting from: 1,000
Available in 3 Amounts

Jabra PRO 920 Headset
18,000

Jabra PRO 920 Headset
+3 Pictures

PAID TIME OFF

Government PTO - 1 Hour
2,500

TARGET

Target Gift Card
Starting from: 1,000
Available in 3 Amounts

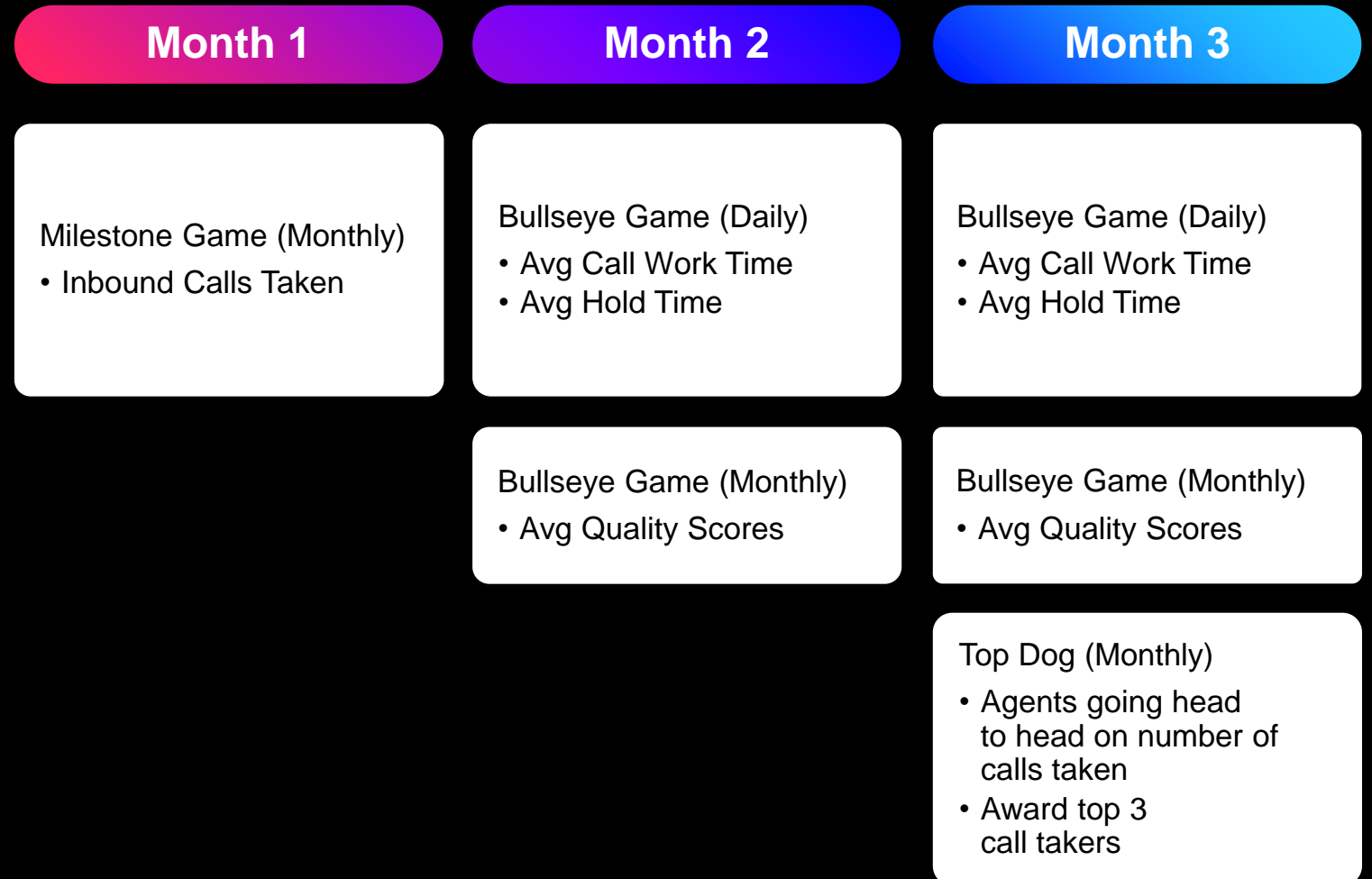
MARKETPLACE

Gamification Journey Mapping

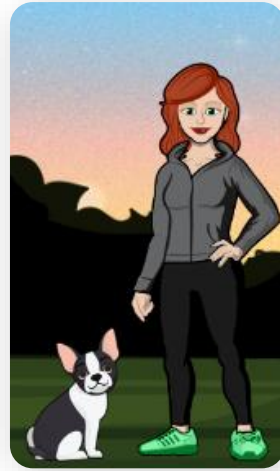
Defining gamification for different groups of employees:

- New hires
- Department-specific

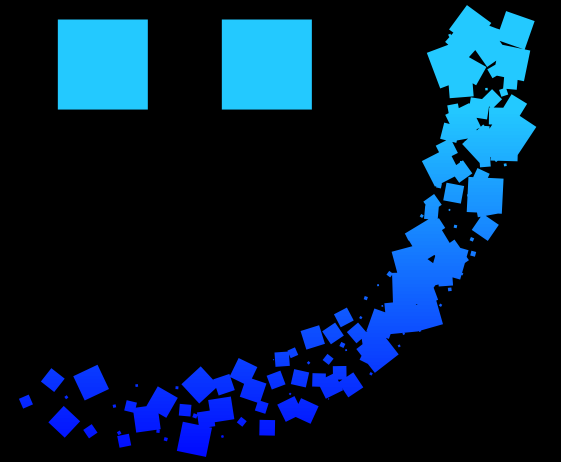
NEW HIRE GAMIFICATION JOURNEY EXAMPLE



Avatars



Make experiences *flow*



Go-Live and Results

- Launched a pilot in April 2022 with a small group of agents
- Full launch in June 2022



Avg Hold Time

46% ↓



Avg Call Work Time

24% ↓



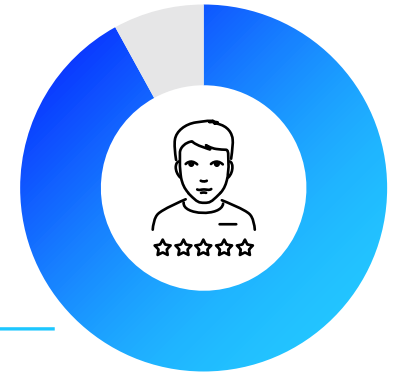
Avg Talk Time

1% ↓



411,445 Coins Awarded
(\$4,115 in Value)

92% of surveyed agents agreed that CXone Performance Management helped them to achieve better performance



Trending YTD for a 5% reduction in attrition, creating an annual cost savings of \$67,500

Three Practical Takeaways



Knowledge is power. Agents are more likely to hit their goals when they can track their progress in real-time.



Automating games and customizing rewards creates a fun environment, improves agent efficiency, and drives down staffing costs.



Investing in **employee engagement** decreases operational costs over time through lower attrition.



Q&A



Thank You



Make
experiences

flow

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