Call Center Gamification

A powerful solution leveraging eVerge's proven experience with Oracle Cloud Applications and gamification empowers organizations to transform their business and processes through incentives and competition.

Challenging market conditions, employee turnover and fulfillment, behavior transformation and customer satisfaction are driving organizations to look for ways to improve employee morale through non-traditional means. Gamification of employee's actions and experiences with the customer is a way to achieve improved results for customers and employees.

Simply stated, gamification is a cost effective way to reward improvements in productivity and customer satisfaction through the awarding of points, prizes and public praise. Using data accumulated within Oracle Applications, employers can create metrics, associate goals and award results for employee activities. Most companies already measure Average Handle Time, Customer Satisfaction, Employee Quality, Attendance and many other variables to help manage call centers and employees. With Oracle Applications, the same information can be used to create games that are fun and challenge employees to be the best they can be.

Key Benefits:

- Improve customer satisfaction rates
- Reduce employee turnover and improve overall morale
- Incentivize desired employee behavior for a positive impact
- Leverage the competitive drive to achieve specific goals by rewarding results with prizes and acknowledgment
- Individual and team specific dashboards that help employees track results throughout the day and over time
- Ease of use that drives user adoption and simplifies game result presentation
- Easily integrated with Oracle Service Cloud and other applications
- Reduce agent ramp-up and on-boarding time

ORACLE APPLICATIONS

Oracle Service Cloud (OSvC)
Oracle Sales Cloud (OSC)
Oracle Analytics Cloud (OAC)
Oracle Incentive Compensation (OIC)

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Cloud Service

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Applications

Benefit from eVerge's proven customer experience to rapidly implement gaming in your call centers; designed to challenge your teams, adjust agent behaviors and contributions to achieve greater customer satisfaction.

Components and Deliverables of the Incentive Compensation Gamification Solution include:

Channel Metrics for Gaming:

Telephony
- Average Handle Time
- Call Quality Scores
- Call Survey CSAT NPS, CES and Resolution Scoring
- Call Volumes

Email
- Email Survey CSAT NSP, CES and Resolution Scoring
- Email Quality Scores
- Volumes

Chat
- Chat Average Handle Time
- Chat Survey CSAT NSP, CES and Resolution Scoring
- Chat Quality Scores
- Chat Volumes

Other Metrics:

- Attendance

Integration Strategy for Periodic Data Loads:

- API and batch integration strategies available to load large data volumes (Hourly, Daily, Weekly, etc.)
- "Changes Only" load advantages
- Error recording and handling
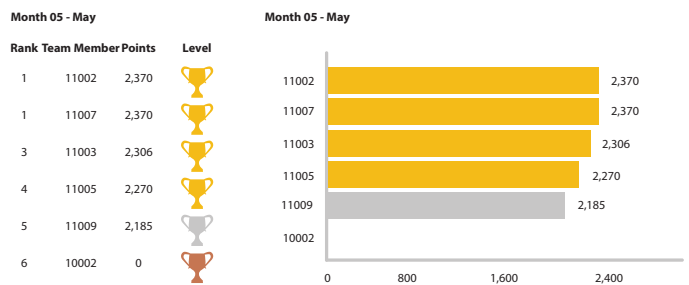- Documentation for various data load scenarios with resolutions

Additional Reporting:

- Extensive Dashboard reporting using Oracle's Transactional BI reporting tools
- Reporting to support transaction processing and attainment results
- OTBI dashboards can be accessed directly from OSvC or other non-native applications (requires SSO)

Gamification:

- Weekly, Monthly, Quarterly games
- Daily Challenges using select metrics and OTBI Analytics
- Create a point rewards based on goals and targets
- Accumulate the rewards based on scores / goals / rates
- Identify leading teams and top performers
- Reward e-Badges / e-Trophies that accumulate over time
- Reward monetary and non-monetary prizes

Race to the Top

Month 05 - May

Rank	Team Member	Points	Level
1	11002	2,370	🏆
1	11007	2,370	🏆
3	11003	2,306	🏆
4	11005	2,270	🏆
5	11009	2,185	🏆
6	10002	0	🏆

Month 05 - May

11002	2,370
11007	2,370
11003	2,306
11005	2,270
11009	2,185
10002	

(0, 800, 1,600, 2,400)

My Points

My Level

Period	Points	Current Level	Next Level
05 - May	2,270	🏆	🏆
06 - June	2,284	🏆	🏆

Level Indicator Legend

Tier	Tier Image	Tier Point Range
1	🏆	Greater than 2,500
2	🏆	Between 2,250 and 2,499
3	🏆	Between 2,000 and 2,249
4	🏆	Less than 2,00

Refresh · Print · Export   Refresh · Print · Export

My Trophies

Attendance

05 - May	96%
06 - June	99%

Call Trophies

Year	Month	Call AHT	Call NPS	Call CES	Call Resolution	Call Quality	Call Surveys
2017	05 - May	★★	★★			★★★	
2017	05 - June	★★	★★★	★★★	★★★	★★★	★★★