



ORACLE APPLICATIONS

Oracle Service Cloud (OSvC)
Oracle Incentive Compensation (OIC)

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Call Center Gamification

A global entertainment company leveraged eVerge's proven experience with Oracle Cloud Applications and gamification to implement a solution that empowered their organization to transform their business and processes through incentives and competition.

Challenging market conditions, employee turnover and fulfillment, behavior transformation and customer satisfaction drove the organization to look for ways to improve employee morale through non-traditional means. Gamification of employee's actions and experiences with the customer was implemented to achieve improved results for customers and employees of their organization.

Simply stated, gamification was 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 OICS, employers were able to create metrics, associate goals and award results for employee activities. The organization already measured Average Handle Time, Customer Satisfaction, Employee Quality, Attendance and many other variables to help manage their contact center and employees. With OICS, the same information was used to create games that are fun and challenge their employees to be the best they can be.

Goals:

- Encourage overall positive impact through incentives and gamification
- Enable management to view KPI's from one dashboard
- Integrate desktop view with agent stats
- Streamline initial on-boarding process
- Efficiency in continuous training

Results:

- Improved customer satisfaction rates
- Reduced employee turnover and improved overall morale
- Incentivized desired employee behavior for a positive impact
- Leveraged 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 drove user adoption and simplified game result presentation
- Reduced agent ramp-up and on-boarding time

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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

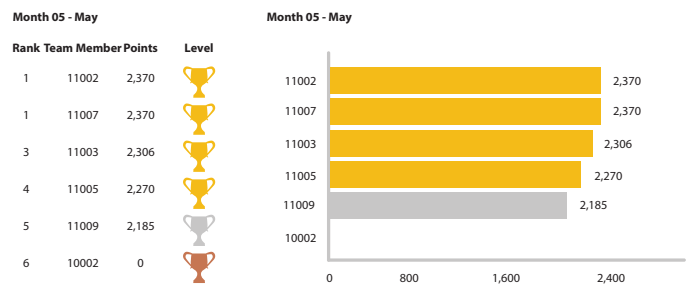
Additional Reporting:

- 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



My Points

My Level				Level Indicator Legend		
Period	Points	Current Level	Next Level	Tier	Tier Image	Tier Point Range
05 - May	2,270			1		Greater than 2,500
06 - June	2,284			2		Between 2,250 and 2,499
				3		Between 2,000 and 2,249
				4		Less than 2,000

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My Trophies

Attendance



Call Trophies

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



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