



Gamification and the Customer Experience

Engagement is the key to customer happiness

As automation takes on the transactional duties of customer care, your team needs to handle much more complex queries to reinforce (or rescue) the customer experience – this requires much greater skill, enthusiasm and confidence than ever before.

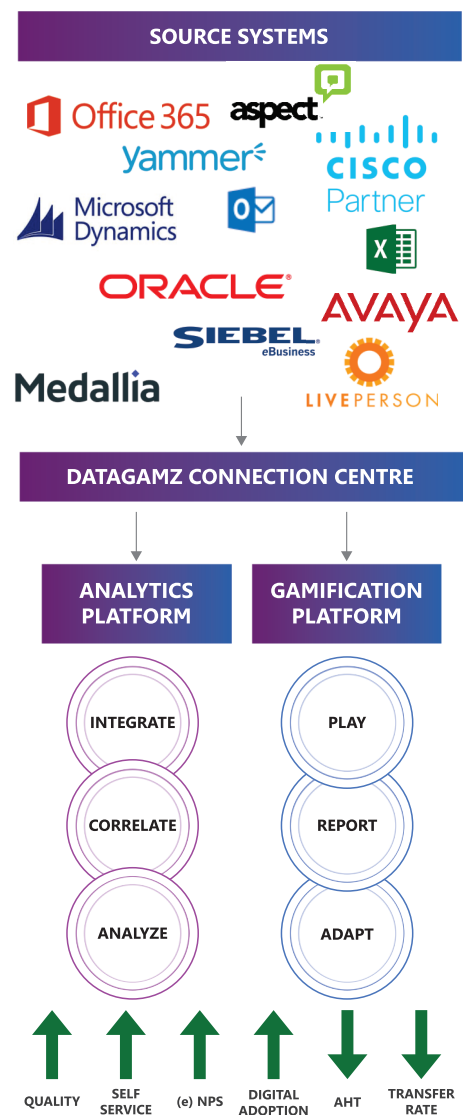
According to Dimension Data's 2019 Global Customer Experience Benchmarking Report (© Dimension Data 2015 – 2019) 'Almost two-thirds (62.2%) of organisations name the relationship between employee satisfaction and enhanced CX performance as the top driver of organisational change.'

Know your team

How successful your team is in delivering great customer care often comes down to a mixture of environment and personality. Work can be irregular, repetitive and dull, or highly pressured – all of which can be stressful. It may be hard to onboard and upskill new employees. Team members might be demotivated by a lack of purpose or sense of achievement, or frustrated by poor communications and difficult systems.

By surveying teams and analyzing data from all the main contact centre systems - CRM's, telephony, NPS, learning and knowledge management systems, you can isolate blockers to good performance and identify behaviours and habits that boost it.

1. Do your teams understand what their customers want or what they don't want?
2. Do they have insight into where the customer service process can be improved?
3. Does your team have the knowledge they need to be confident in handling complaints, or sales calls?
4. Are they using and sharing the knowledge they have – with each other and with the company?
5. Are they using your learning and CRM systems effectively? If not, why not?
6. Do they understand what the business is trying to achieve?
7. Are your rewards and recognition programmes driving long term success?
8. Are performance metrics clear and do they include more than just financial and / or activity metrics?



Put together a game plan

Once you understand which behaviours your organization needs to boost customer service performance, it's important to understand how team members can be motivated to adopt them. While some people enjoy competition and want to be the best, others may just want to be better than they were yesterday, or see their contributions measured and be recognised, individually or as a team. Self-Determination Theory (SDT), a macro theory of human motivation, recognises three conditions that support a person's motivation: experiences of autonomy, competence, and relatedness. These are argued to foster the most volitional and high quality forms of motivation and engagement for activities, including enhanced performance, persistence, and creativity.

Human Value Chain	Game Mechanics	Psychology Element
Reward	Points, Levels	Accomplishment: Accomplishment is the internal drive of making progress, developing skills, and eventually overcoming challenges.
Status	Levels, Badges, Avatar	Empowerment: Users are engaged in a creative process where they have to repeatedly figure things out and try different combinations.
Achievement	Challenges, Missions	Social Influence: This drive incorporates all the social elements that drive people, including: mentorship, acceptance, social responses, companionship, as well as competition and envy. Ownership: This is the drive where users are motivated because they feel like they own something. Accomplishment: Development & Accomplishment is the internal drive of making progress, developing skills, and eventually overcoming challenges.
Self Expression	Virtual goods, Avatar	Empowerment: Users are engaged in a creative process where they have to repeatedly figure things out and try different combinations. Ownership: This is the drive where users are motivated because they feel like they own something.
Competition/ Collaboration	Leader board, Car race	Meaning: Epic Meaning & Calling is the Core Drive where a player believes that he is doing something greater than himself or he was "chosen" to do something. Accomplishment: Development & Accomplishment is the internal drive of making progress, developing skills, and eventually overcoming challenges.
Altruism	Charity	Empowerment: Users are engaged in a creative process where they have to repeatedly figure things out and try different combinations.



Radically improve the culture and capability of your contact centre team

Game mechanics in employee engagement, can tap into the intrinsic and extrinsic motivations of agents as a means to improve not just quotas, but also collaboration, learning and onboarding — all of which are potent drivers of customer satisfaction. With it you can:

1. Manage without micromanaging

Micromanaging is often counterproductive in a contact centre environment, largely because most people value their autonomy and will resist over-zealous surveillance. Effective gamification combines competition, collaboration, missions, rewards, game narratives with the autonomy for employees to improve their own skills. The use of objective data to provide transparent and constructive feedback with clear calls to action, provides the intrinsic motivation every employee need to progress in their workplace.

2. Provide better performance understanding

By integrating data with a gamification platform, contact centre agents can get objective, updated feedback on their performance. With every point and badge earned, employees can progress through levels and earn rewards while receiving consistent calls to action on where to improve. By gamifying the learning process, employees get the autonomy to focus on developing their own skills with real-time data as they are working.

3. Connect employees to the higher purpose of their work

By allowing sales staff to observe and understand company wide and customer goals through the gamification platform they are able to more fully understand the impact of their work – and the value of collaborating to achieve this.

A Case Study in CX Uplift through Employee Engagement

A global payment card provider had a hunch that low employee engagement was contributing to lower than acceptable customer service. So they decided to experiment with the Datagamz Gamification Platform to see if it could help boost engagement levels and improve motivation as a means of improving customer service outcomes.

Understand the Environment

By surveying teams and using the Datagamz Analytics Platform to correlate and interrogate data from all the main contact centre systems - CRM's, telephony, NPS, learning and knowledge management systems, the card provider learned that agents felt disconnected from their team members and struggled to collaborate. They also learned that agents weren't retaining enough information from the knowledge management systems and training they received, which was having an impact on their confidence when resolving issues.



Level Up!

Datagamz helped the card provider set up a series of challenges that gave agents points for productive behaviour such as sharing information, throwing each other challenges or completing quizzes. They also set up competitions amongst specialized teams to improve specific KPI's like call resolution times, or digital registrations. The more points they got, the closer they got to a reward.

The Platform made many of the mundane tasks interesting by turning employees into gamers. As employees and teams completed them they moved up in a leaderboard or won a cup and achievements were broadcast in live activity feeds in the main contact centre. Managers could also identify the knowledge gurus and influencers most able to support new starters or complex customer calls.

Creativity and Empowerment

As employees leveraged game mechanics to explore the services and solutions on offer and deepen their understanding of the customer's point of view, so they built confidence and developed greater empathy with the customer - offering more creative solutions to customer issues.

"My team improved NPS by 30% and reduced average handle time by 10% with Datagamz. We enjoyed doing it too, because we gathered more knowledge and collaborated to drive successful outcomes amongst all the distributed teams."
said the Head of CX for the Card Provider.

About Datagamz

Datagamz exists to radically improve the engagement and capability of contact centre teams by helping them connect better with each other and with customers. Using the power of analytics and game mechanics, the Datagamz platform delivers engagement solutions that drive performance and improve the customer experience.

We partner with industry leading customer experience vendors and have taken more 10,000 agents on the engagement journey since we were founded in 2017. For more information, visit us at www.datagamz.com

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