GamEffective
QATC Nashville
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Sheri Greenhaus spent some time with Dee Niles from GamEffective to discuss the benefits of implementing a gamification platform.

Please tell us about GamEffective.

GamEffective is an engagement platform which incorporates gamification techniques into the workplace. It's not a 'game' as much as it's adding game mechanics to the day to day work. We're a learning platform and an engagement platform. Performance is driven by rewarding and recognizing individuals for each and every accomplishment.

What is game mechanics?

With typical game mechanics you earn points by the performance of tasks. Points lead to levels. Agents can earn badges or coins. Individuals are rewarded (by points) for doing what they should be doing. It gives employees encouragement to want to keep performing.

What have people been saying about gamification? Is there more interest?

The name 'gamification' is growing faster than the understanding, which adds excitement, but also adds challenges due to misperceptions. Even at this QA conference, companies see gamification as something nice to have, but not as a core tool to drive business performance and outcomes. Gamification gives agents a little more control and they feel more empowered to excel in their jobs.

Agents' jobs are more difficult now than previously. How do contact center executives convince management that gamification should be a core?

It comes down to working with the teams, show areas of opportunity, and then do a return on investment. With the right gamification platform, most companies achieve ROI in 6 -9 months. It's similar to a fitness tracker for work. It encourages and changes agent behavior so they want to do more and do it better. They see a result besides just a paycheck. At GamEffective we not only show ROI but we also help drive additional operational cost reductions.

Does Gamification use psychology tools in order to get agents to look at their performance and engagement?

This comes into intrinsic versus extrinsic. Gamification creates an emotional engagement. Before working with GamEffective, almost every company had monthly incentives. This led to leadership getting discouraged. Month over month it was always the same winners. This can be a thing. The intent is to retain your top talent, and companies do their job by rewarding top performers. At Gameffective, we focus on daily and weekly challenges which creates a much broader variety of winners. The platform recognizes individual progress. For example, an agent could be meeting all their KPIs but they don't work harder because they're too far away from being in the top 10%. If we can create a culture of learning and personal engagement, business results are better.

When a company is just starting with gamification what do they first need to consider?

We start with a discovery. Discovery identifies behaviors that are driving the outcomes. We then target those behaviors. Using a staggered approach, we begin with the biggest areas of opportunity.

When should a company consider using gamification?

I always recommend gamification. If done from day one, it becomes part of the DNA of the company.

How have the agents looked at this change?

New agents have no problem, but with more tenured agents, it takes a bit more time. We spend about 4 -5 weeks promoting the platform and getting people excited. We do regular surveys. Feedback has been very positive. On average 79-87% of agents surveyed say it's helped them with their job.

Do you recommend agents' input be involved when starting a program?

Always. Anytime you incorporate more people when implementing the platform, they take it personally. They are invested and want the platform to succeed.

Any final thoughts for our audience?

If you have not yet considered gamification, please look into it. Currently about 85% of companies use some type of manual gamification, such as leader boards. Only about 17% have gamification formalized. Research is showing that the benefits of gamification include not only performance improvement, but also an increase in engagement. Subsequently attrition and absenteeism are reduced.

We want all of our clients to succeed. With GamEffective, you have a dedicated team to ensure successful implementation. Gamification is new to everyone so we share our best practices across all of our clients so every launch is better than the previous.