Gamification

AXA Assistance Gamification Project
May, 24th, 2016

CUSTOMER
EXPERIENCE
Reinventing Rules

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- Gamification can help transform relationships within the contact center by helping agents to raise their performance proactively

- Gamification allows information in real time, positive feedback and has a direct impact on the lower and medium performers.

- Gamification is focused on changing behavior

- Increase employee engagement (and retention, too) and motivate them to deliver higher levels of service to our customers.
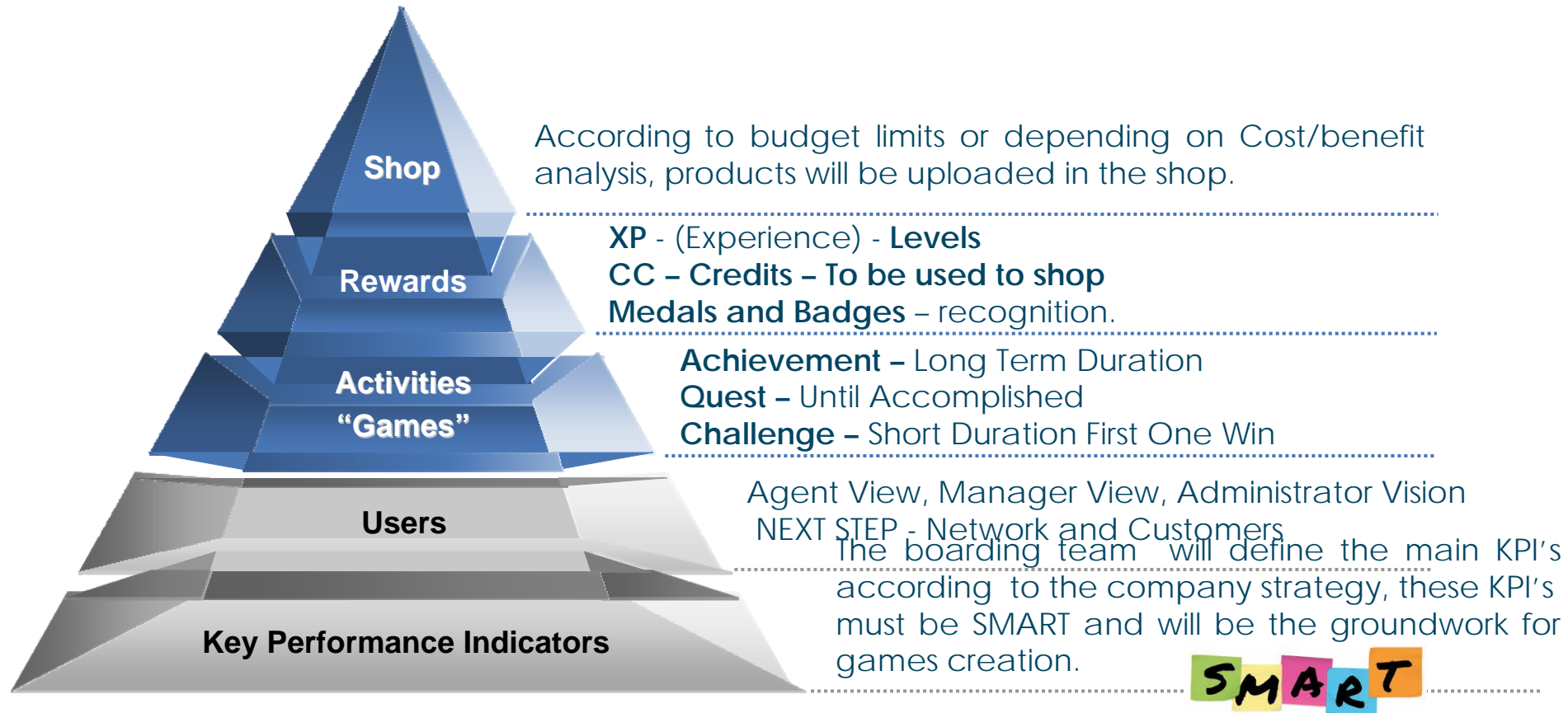
What is Gamification

Gamification uses game mechanics and game design techniques to create a game like experience during the work period. The main purpose is to make work more appealing, motivating and fun while to meet company goals.

What to Know before "gaming"

Shop

According to budget limits or depending on Cost/benefit analysis, products will be uploaded in the shop.

Rewards

XP - (Experience) - **Levels**
CC – Credits – To be used to shop
Medals and Badges – recognition.

Activities "Games"

Achievement – Long Term Duration
Quest – Until Accomplished
Challenge – Short Duration First One Win

Users

Agent View, Manager View, Administrator Vision
NEXT STEP - Network and Customers

Key Performance Indicators

The boarding team will define the main KPI's according to the company strategy, these KPI's must be SMART and will be the groundwork for games creation.

SMART

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What we expected from Gamification?

➡ The employees motivation is the main goal when applying gamification, specially in Contact Centers. We expect to increase our employees engagement, bringing us an enhanced performance, without lowering our quality of service. All this can be achieved by making work fun, competitive, giving "rewards" and recognize in time improvements not only top performers but also lower/medium performers

➡ We want to introduce a new team management approach, although we're already a top performance Call Center

➡ Finally direct connection with the improvement of the Customer Experience

Examples Gamification Key Impacts Critical KPIs

First Call resolution

Average Handle time

Customer Satisfaction Scores
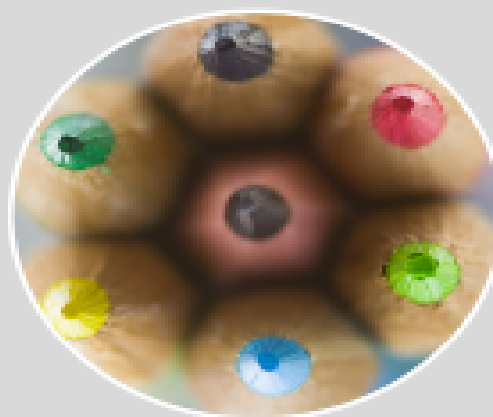
Engagement

Retain Top Performers

Productivity

Upsell/cross-Sell sucess

Mental and emotional
conditions graphically compiled

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Results P.O.C

GAMIFICATION - Pilot Phase

When? Month of March /April

Who? Auto National Area – involving 33 Employees

KPI´s? Productivity, average time inbound and brand referral

Competition? Individual or team

Games? During the POC will be available 10 to 15 activities

Rewards? Day off, concerts, funcar during the weekend, spa and massage vouchers, etc

GAMIFICATION – Main Impacts of POC (March/April 2016)

6 %

Average Time Inbound
-00:00:10 seconds

+2,43%

Productivity
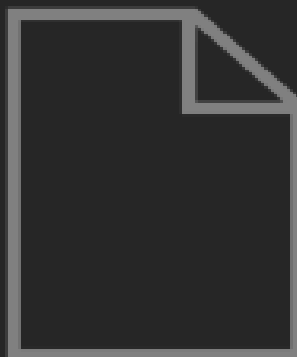
+111%

Brand Referral

UP 60K

SAVINGS

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Best performance's of POC
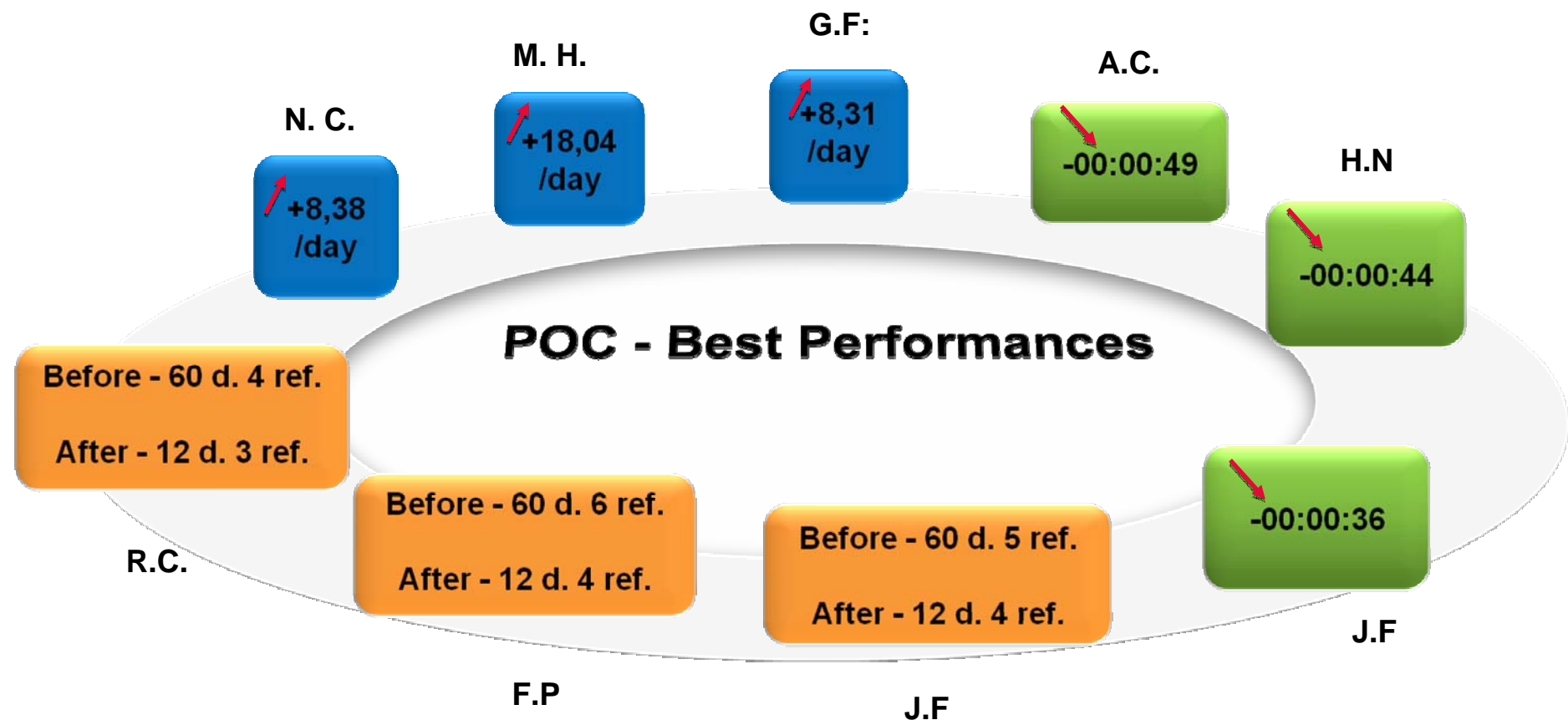
Average Time Inbound
Trends of High/Medium/Low Performers (Before/After Gamification)

Monthly trend performance before/afterGamification
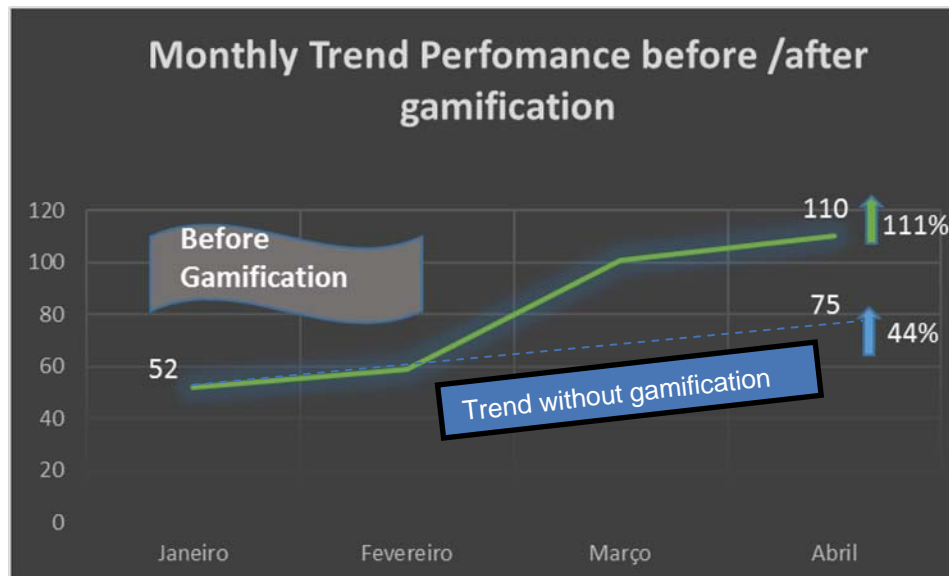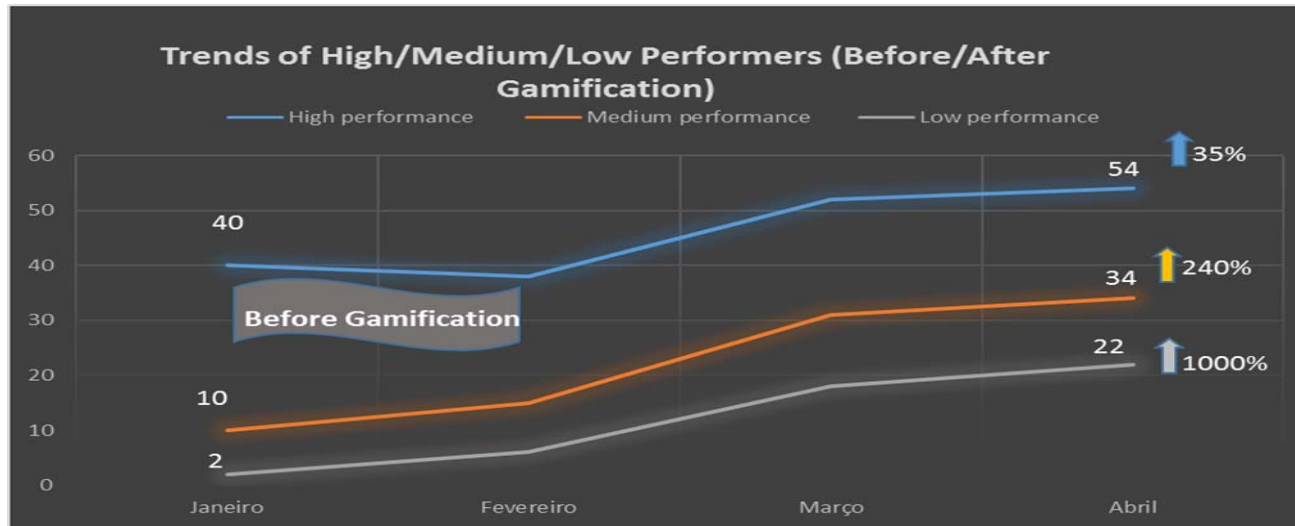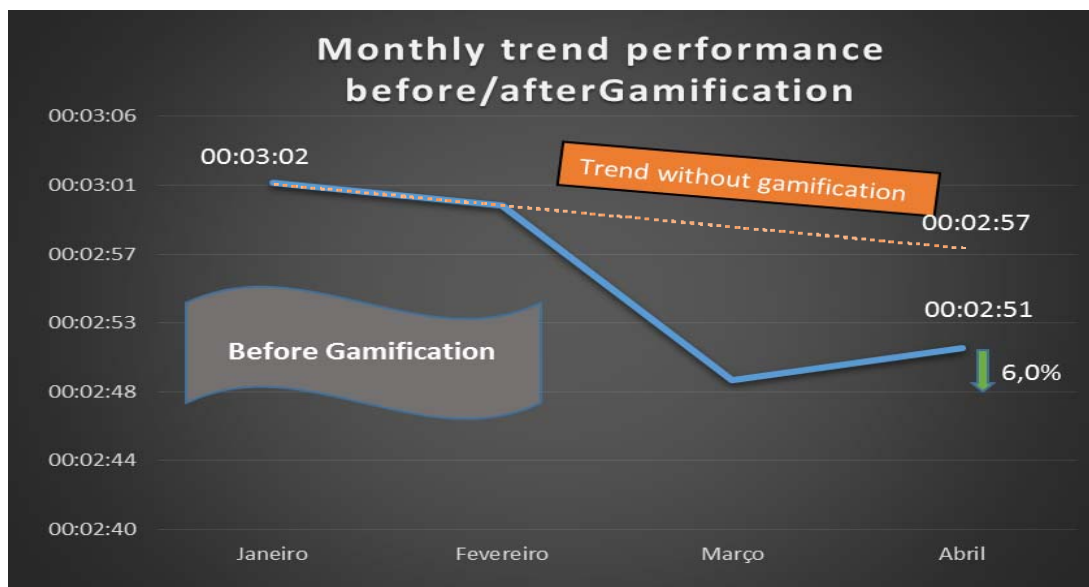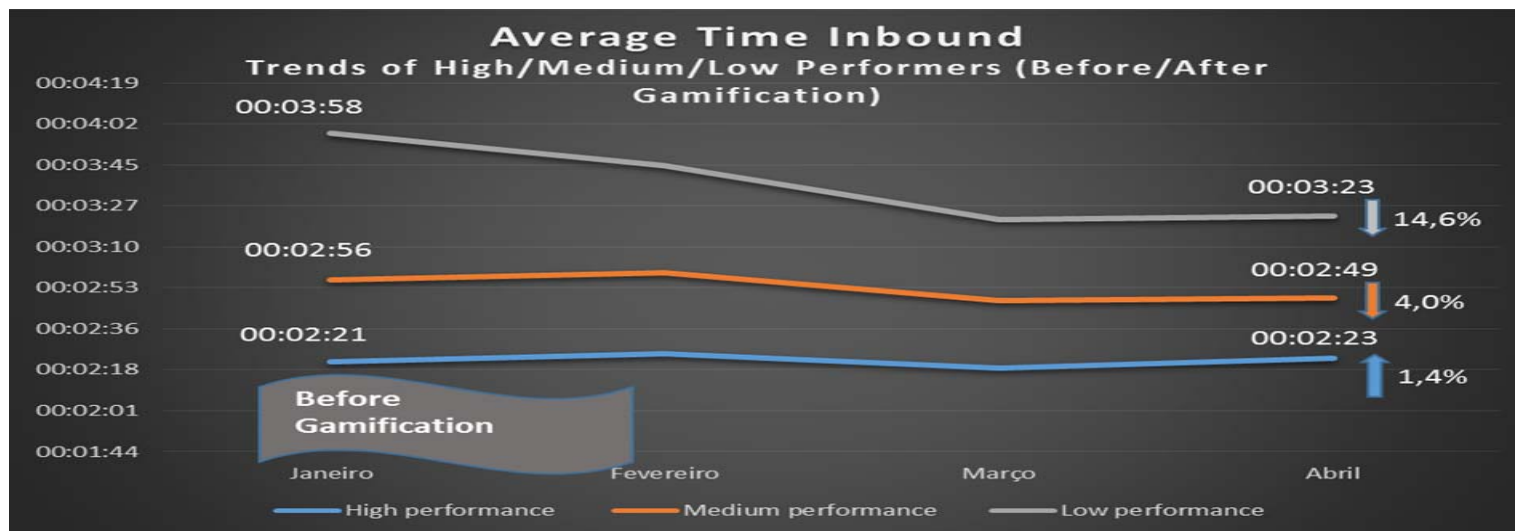
Our Tool

Our Tool Adjust to Business
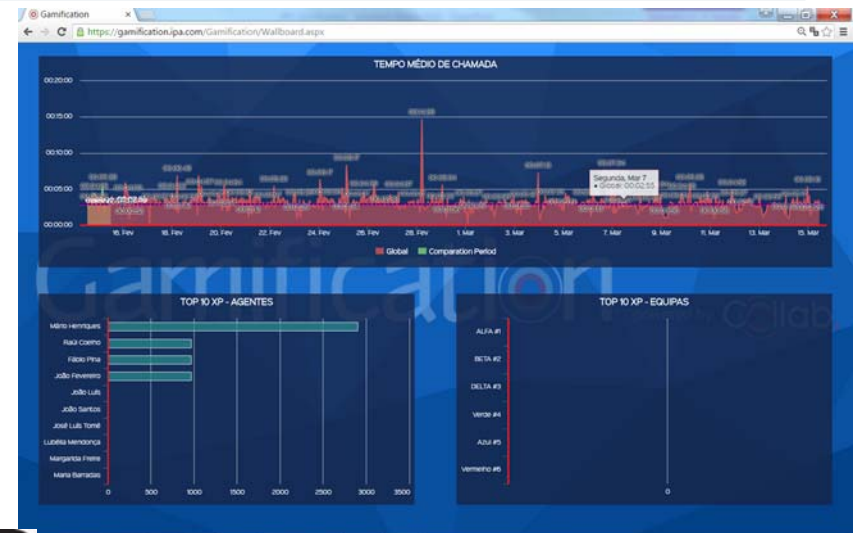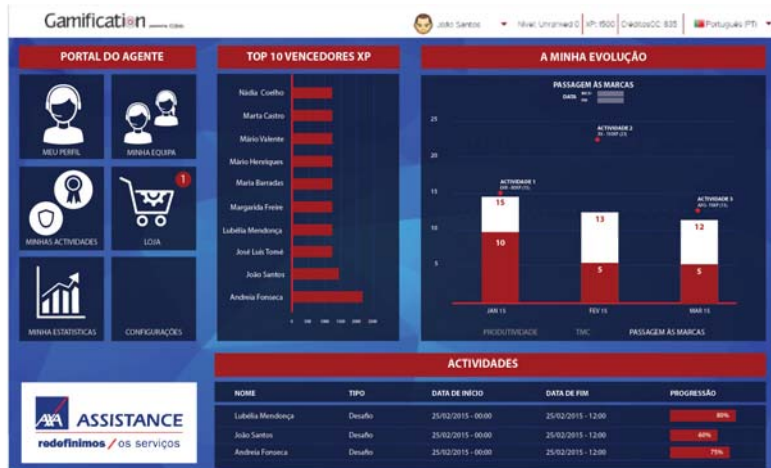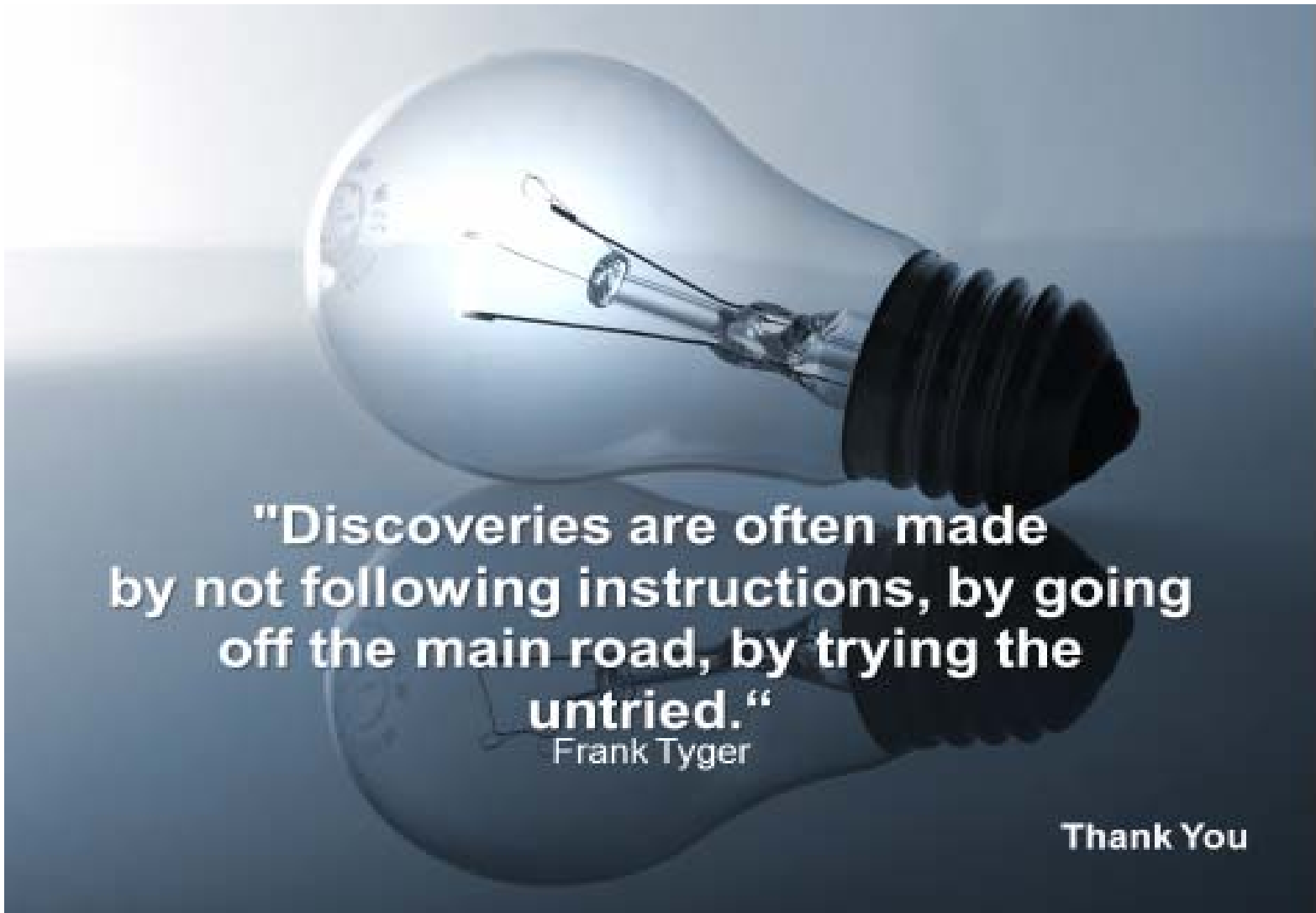
GAMIFICATION – Next Steps

➔ After the Pilot phase, we introduced quality elements, fun, videos, notifications, congratulations, Customizable statistics, etc..

➔ We are going to extend it to all Departments using appropriate "games" for each one.

➔ We are going to extend this project to Other areas, partners, costumers and providers

➔ We are going to use Apps, where we can follow the dashboards, anytime, anywhere