



GESTÃO NO CONTACT CENTER

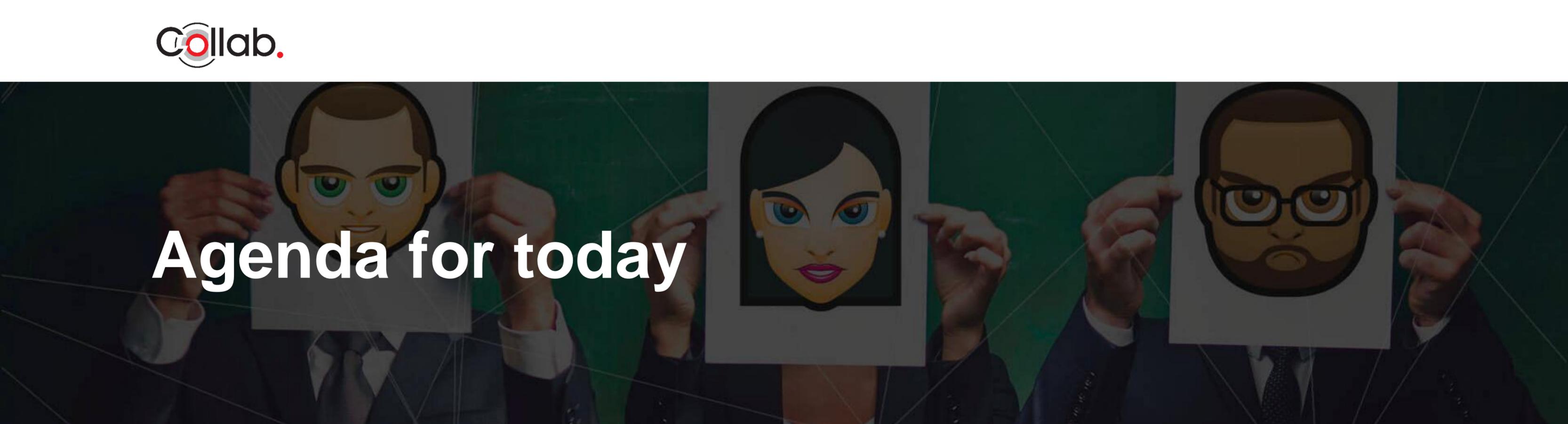
OTIMIZAR E MOTIVAR



Gamification
The engagement culture

Pedro Quintas, Founder Collab





Agenda for today

01

What

is gamification?

02

Why

should we care?

03

Where

do we stand?

04

How

can it be measured?



Total Amount of Hours Played

5.93 Million Years

(Kotaku 2012)

Record Kill 3:07
Heroism: Snapperhead... 2:35
Innervate: Evocator-Ligh... 2:12
Flaming Spear: Dazemebro 18.9
Tricks of the Trade: Kand... 24.6

Name	TPS	Threat [%]
> Pull Aggro <	--	36996.4k [110%]
Dazemebro	7.9	33638.1k [100%]
Jovana	1234...	31752.6k [94%]
Stëelmägnüm [25]	1189...	20483.6k [60%]
Archiman	69001	17136.5k [50%]
Luminescent	65051	16292.3k [48%]
Zarrggy	67752	12616.4k [37%]
Boscoe	62955	11432.6k [33%]
Kwyjibo	56723	10632.0k [31%]
Desima	65689	10164.0k [30%]

DPS	
1. Stëelmägnüm-Cairne	95820 (9.5%)
2. Archiman-Cairne	88992 (8.8%)
3. Luminescent-GenarionCircle	78600 (7.8%)
4. Desima-WyrmrestAccord	76175 (7.5%)
5. Kandeë-Antonidas	75245 (7.4%)
6. Zarrggy-BoreanTundra	71259 (7.1%)
7. Kwyjibo	62337 (6.2%)
8. Tavinton-Cenarius	59423 (5.9%)
9. Boscoe-Bladefist	47524 (4.7%)

<Feng the Accursed> Draw Flame (2)
Feng the Accursed begins to [Draw Flame] to his weapon!
<Feng the Accursed> Nullification Barrier
<Deadly Boss Mods> Detected cast: Divine Protection on Brancakes-Lightbringer
<Feng the Accursed> Wildfire Spark (1) on Treestomper-Kael'thas
<Feng the Accursed> Flaming Spear on Dazemebro (1)
<Feng the Accursed> Flaming Spear on Dazemebro (2)
<Feng the Accursed> Wildfire Spark (2) on Evocator-Lightbringer
[Evocator-Lightbringer] says: Wildfire Spark on me!

The wow effect

5 Million play

> 40h /week

the same as a job

1,4 billion

play at least
1 hour / day



The wow effect

> 10.000h

Average total gaming hours of a young person until he's 21

35 years

average age of a gamer

=

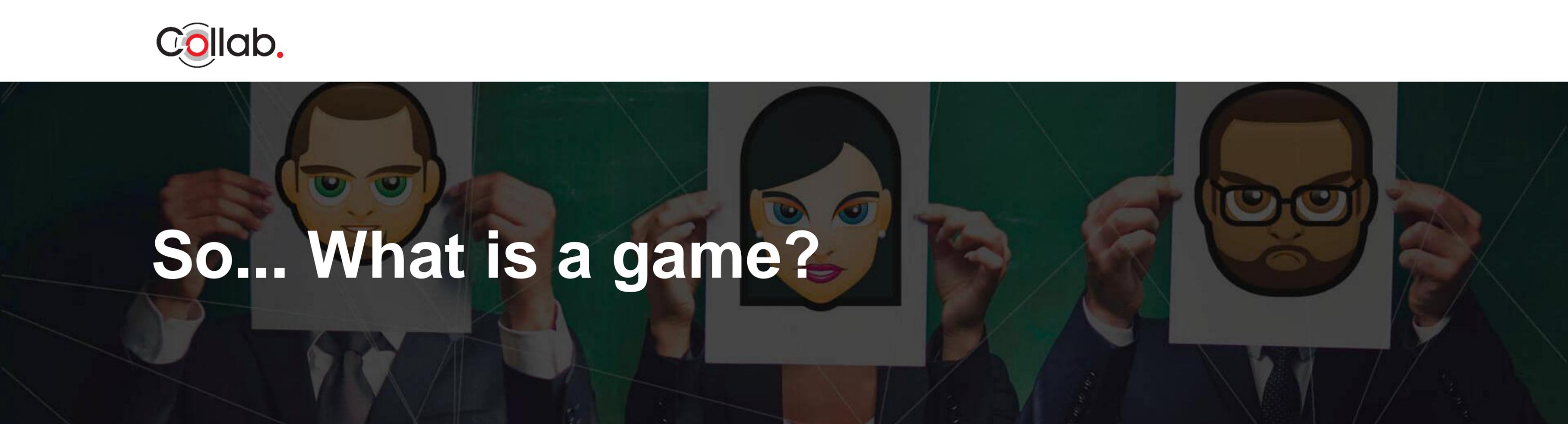
Majority of company workforce



2 in every 5

players are women





So... What is a game?

“Games are the voluntary attempt to overcome unnecessary obstacles.”

Bernard Suits

“A game is in essence a voluntary problem solving activity.”

Jesse Schell

“A game is a series of meaningful choices.”

Sid Meyer

Define “Game”

The Magic Circle

Johan Huizinga, 19th/20th Century Philosopher

GAME

Choice

Rules

Pathways

Feedback

Real World!

What is Gamification?

Gamification

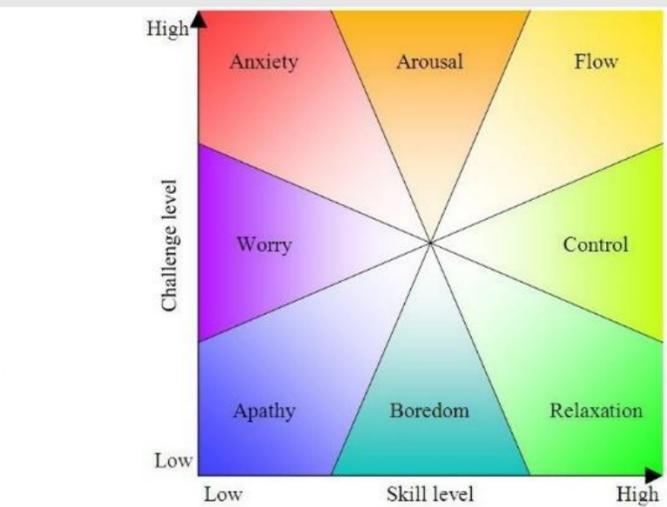
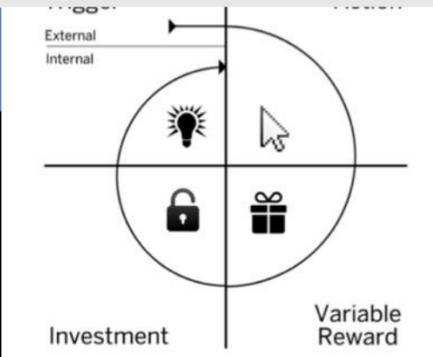
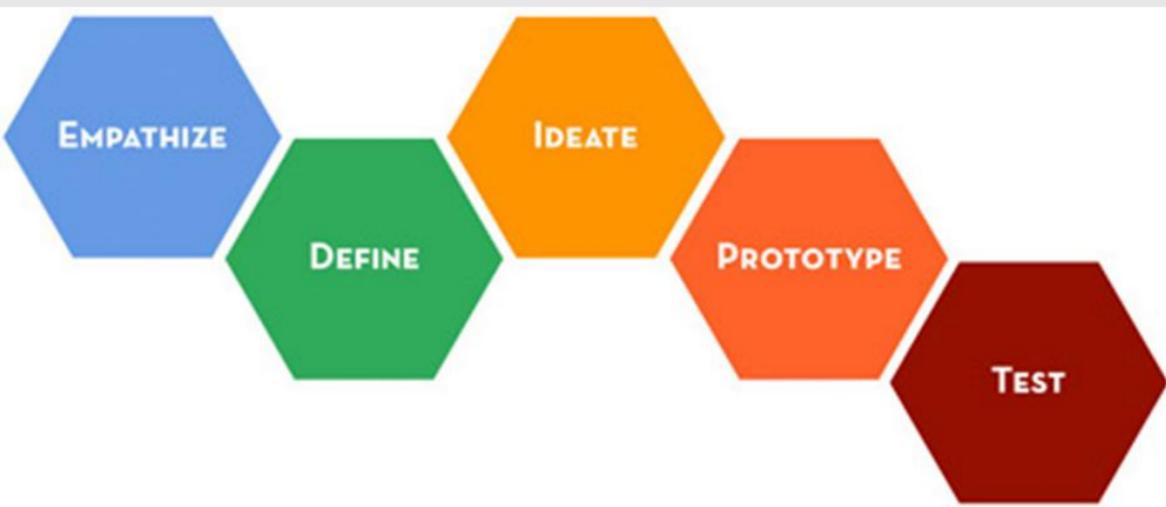
Powered by Collab

“The smart use of **game-like concepts** to **improve Employee Engagement** and **achieve business objectives.**”



Designing Gamification

It's a Science



**Human-Centric
Design**

**Game Mechanics &
Design Techniques**

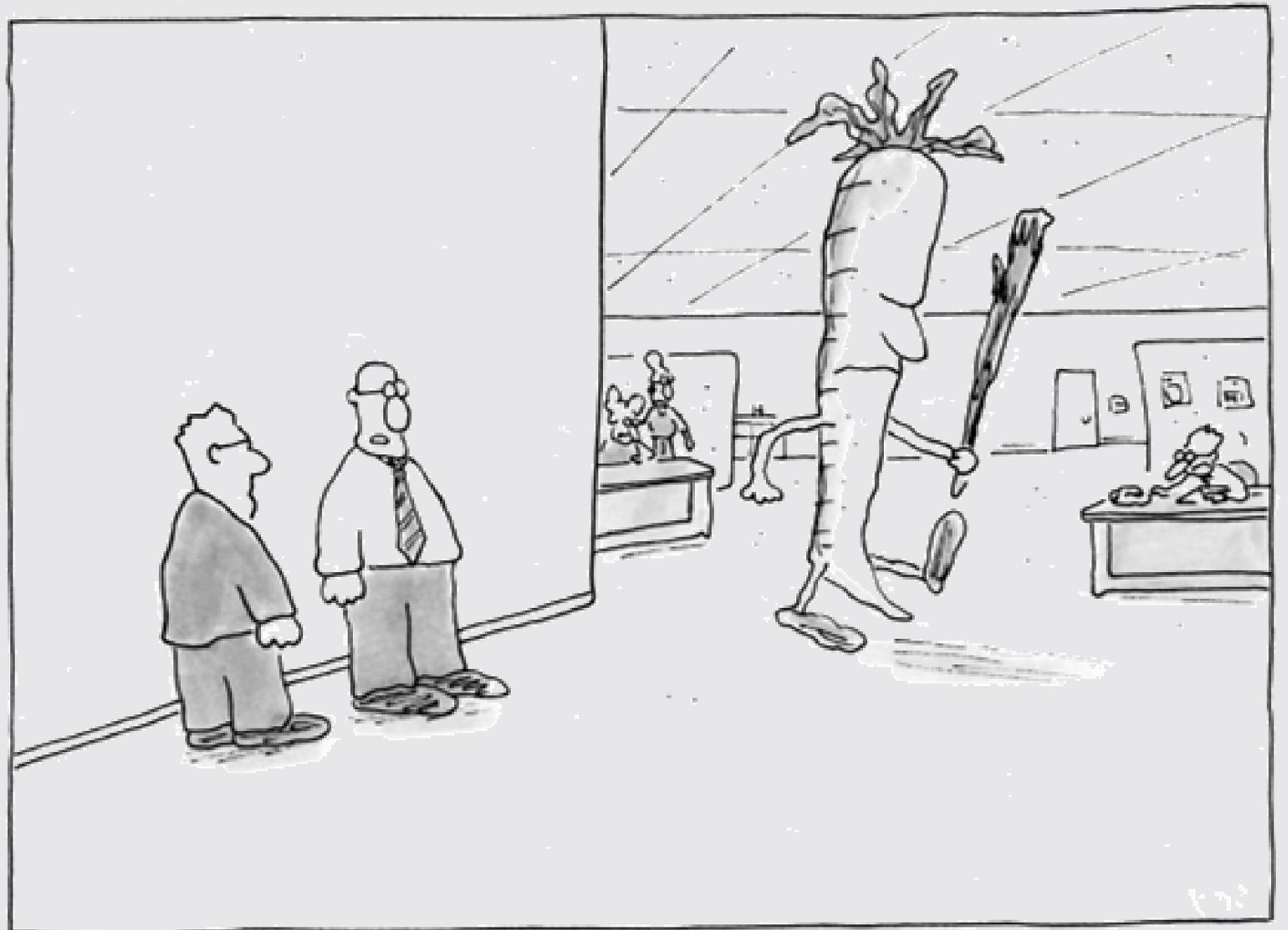
Behavioral Science

Focus on two vectors of motivation

Extrinsic

Intrinsic

Game designers know how to keep millions motivated in virtual worlds and it translates into the real world.



"This is their new big carrot and stick method."

Player Journey

four stages



Discovery

happens before the main experience

creates awareness and builds up the experience



Onboarding

first contact with the core experience
awareness of rules by mostly trial and error or tutorials



Grinding

dominion over the rules
full habit building stage of the experience



Mastery

player has overcome the core experience
seeks additional stimuli on the edges of core experience

Case Studies



Insurance Company

Average Talk Time, Productivity, Brand Referrals



6%

Average Time Inbound

-00:00:10 seconds



+2,43%

Productivity



+111%

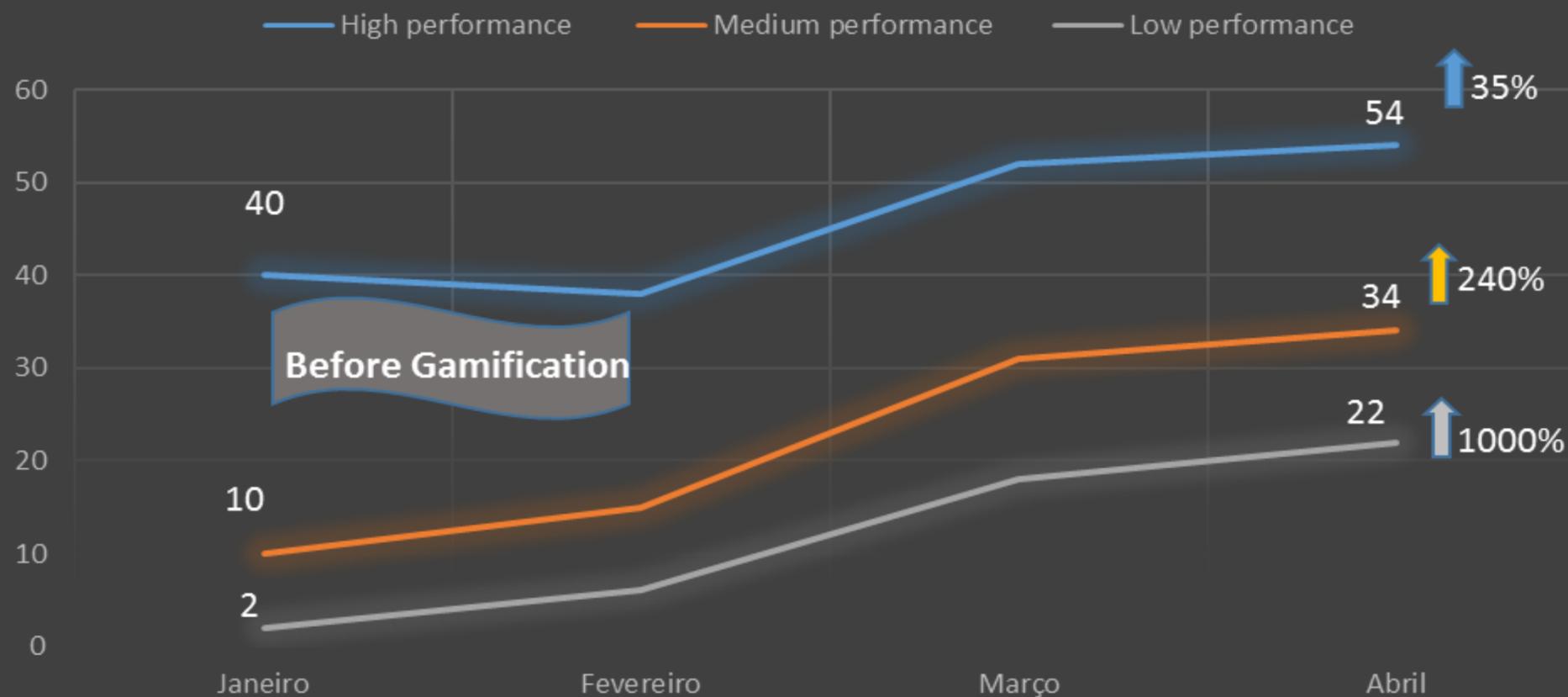
Brand Referral

UP 60K SAVINGS

Insurance Company

Brand Referrals per segment

Trends of High/Medium/Low Performers (Before/After Gamification)

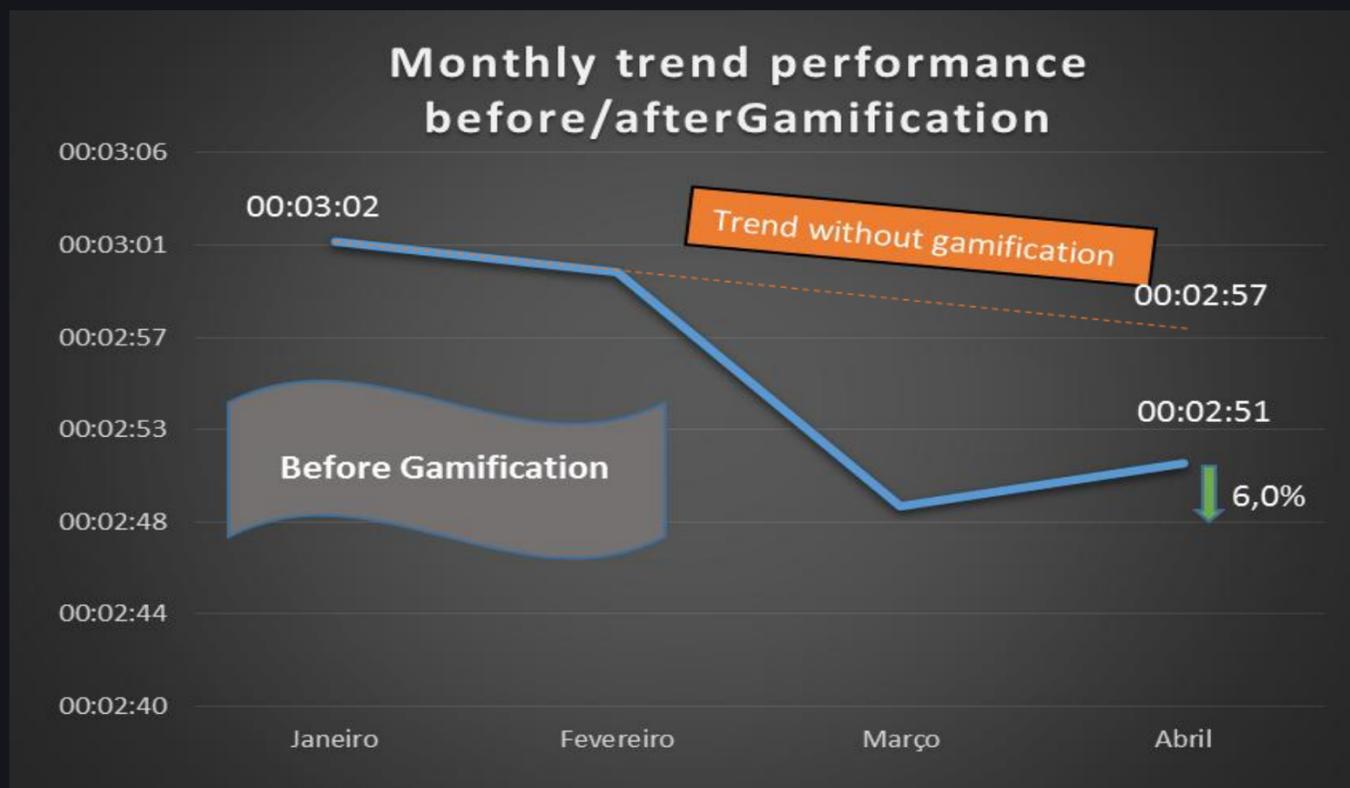
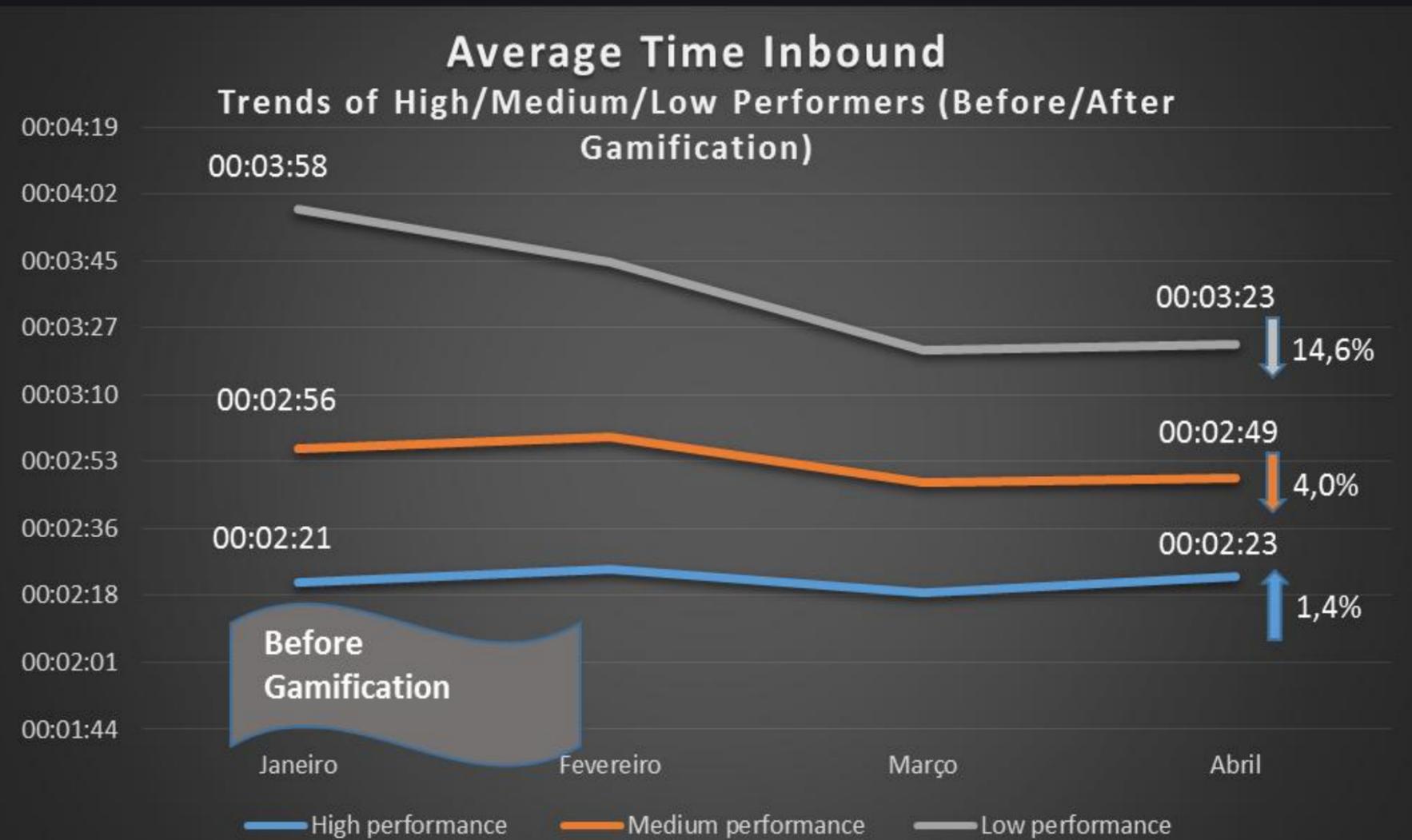


Monthly Trend Performance before /after gamification



Insurance Company

Average talk time per segment



Relevant Findings in current projects



Focus activities on a restricted set of KPIs

(suggested 3 simultaneous)



Team oriented games usually promote better KPI progression

(team players motivate each other)



Create easy to win awards and also ambitious longer term prizes



Company merchandising is, suprisingly, a motivating gamification store item



Change the activities around each KPI often



Gamification is not about technology (alone), but about different game design elements that constantly promote engagement

Some Screenshots

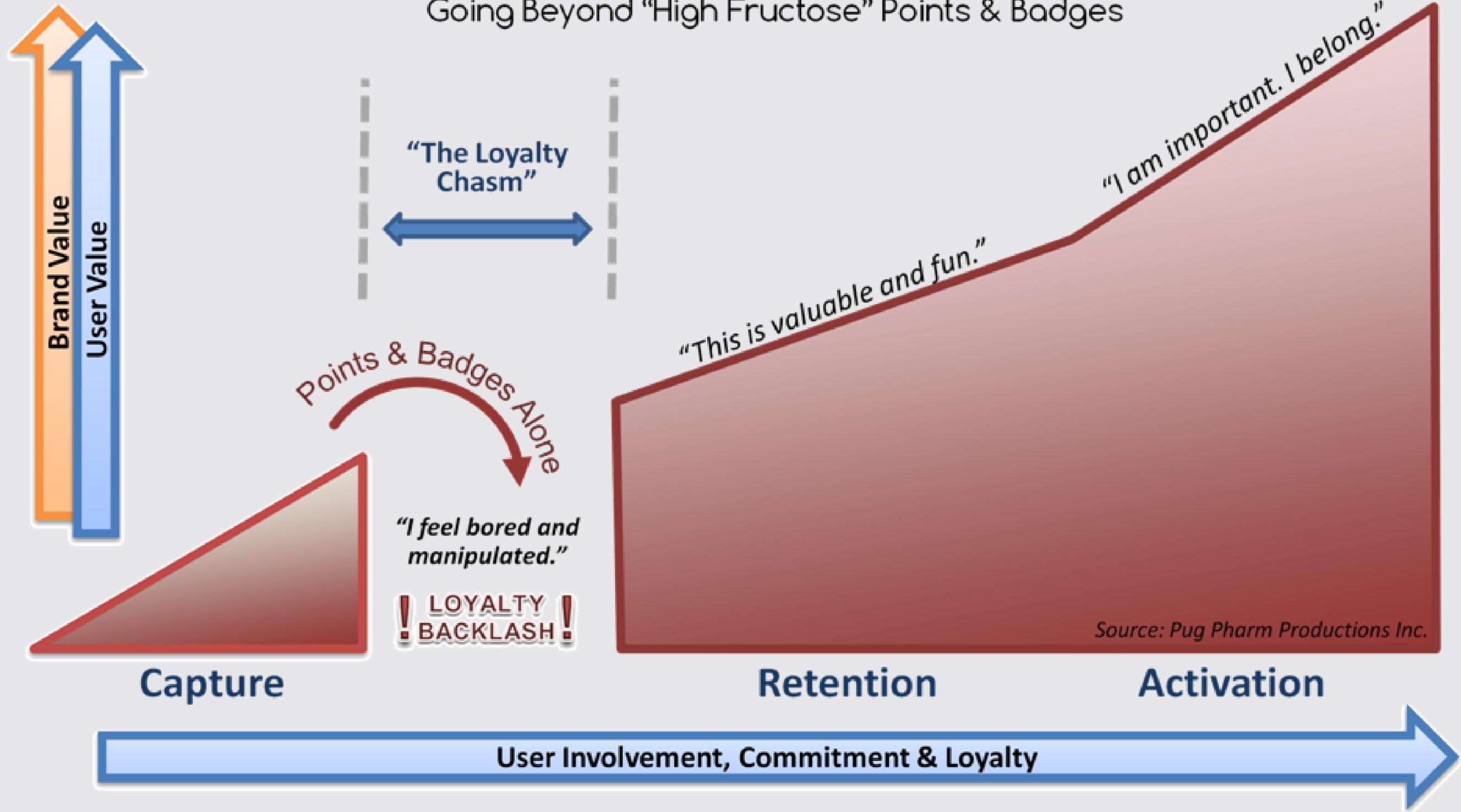


Final Remarks



Crossing the Loyalty Chasm

Going Beyond "High Fructose" Points & Badges





"With great power comes great responsibility"



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thank you.

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