

Take This Job

And Love It!

How Gamification Helps Call Centers Share the Love

Call Center Staff: Morale Matters

Call Center Agents

Aren't happy • Are disengaged • Could leave soon

The Solution?

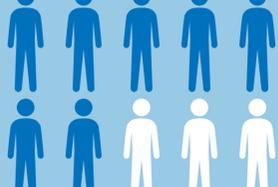
Gamification

Gamification increases **engagement**, **productivity** and **customer retention**

Gartner says a **5%** increase in **customer retention**

could **increase profits** by **25% - 125%**

Call Center Staff Has The Disengagement Blues



Out of every **10** American workers, **7** are disengaged with their jobs

In call centers, these numbers are even higher

1%



Of call center workers who **feel good** about their jobs, only **1%** leave within 12 months

23%



If they're **disengaged**, that number jumps to **23%**

The Lifecycle of a Typical Call Center Agent



\$450 - \$550 BILLION

Yearly cost of disengagement in the U.S [1]

OVER \$500 BILLION

Yearly spending on public elementary and secondary education in the U.S [2]

[1] Gallup

[2] <http://febp.newamerica.net/background-analysis/school-finance>

An engaged call center agent saves money

9/10



employees engaged

=

147% higher earnings per share

A Lose-Lose

Situation

Unhappy agents leave, with high turnover costs

Unhappy agents stay. Best case? Unproductive. Worst case? Drive customers away

1.5 X

Annual Salary

Average cost of agent turnover

89%

of customers switched to a competitor after a poor customer experience

Source: RightNow Customer Experience Impact Report 2011

How Gamification Transforms the Call Center

Gamification

guides, reinforces, and increases high-value agent activity

by providing



Goals to accomplish



Real-time feedback



Rewards that matter to agents

Gamification in Action: liveops

LiveOps provides call center services in the cloud. They have 20,000 agents who work from home. Motivating them was a challenge. LiveOps created a gamified social hub using Bunchball's Nitro platform.

Time to onboard new agents plunged from **4 weeks** of training to **14 hours**

Average call handle time decreased by **15%**

Cutting training and hiring **costs**

Wide adoption 80% of agents signed up within **1 week** of rollout

Service levels improved by **9%**

Sales performance improved by **8%** to **12%**

Increased LiveOps' Net Promoter Score after **4 weeks**

“ I have to admit I am not at all competitive - but the opportunity to be in this program and view my metrics compared to others is very inviting ”

— Independent contractor agent working for LiveOps

By 2014, **70%** of the largest 2,000 global companies will use gamification

Gartner

Organizations that engage customers and employees see a **240%** boost in performance-related business outcomes

Gallup 2012

Gamification Gives Agents



Friendly competition Team, work harder, they're catching up with us!



Peer recognition Chris wins brand ambassador prize



Visibility I always know how I'm doing and see how I can do better



Increased job satisfaction I love my job!

Gamification Gives Managers



Visibility into how everyone is doing



Ways to improve metrics



Lower turnover



Cost savings



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THE LEADER IN GAMIFICATION