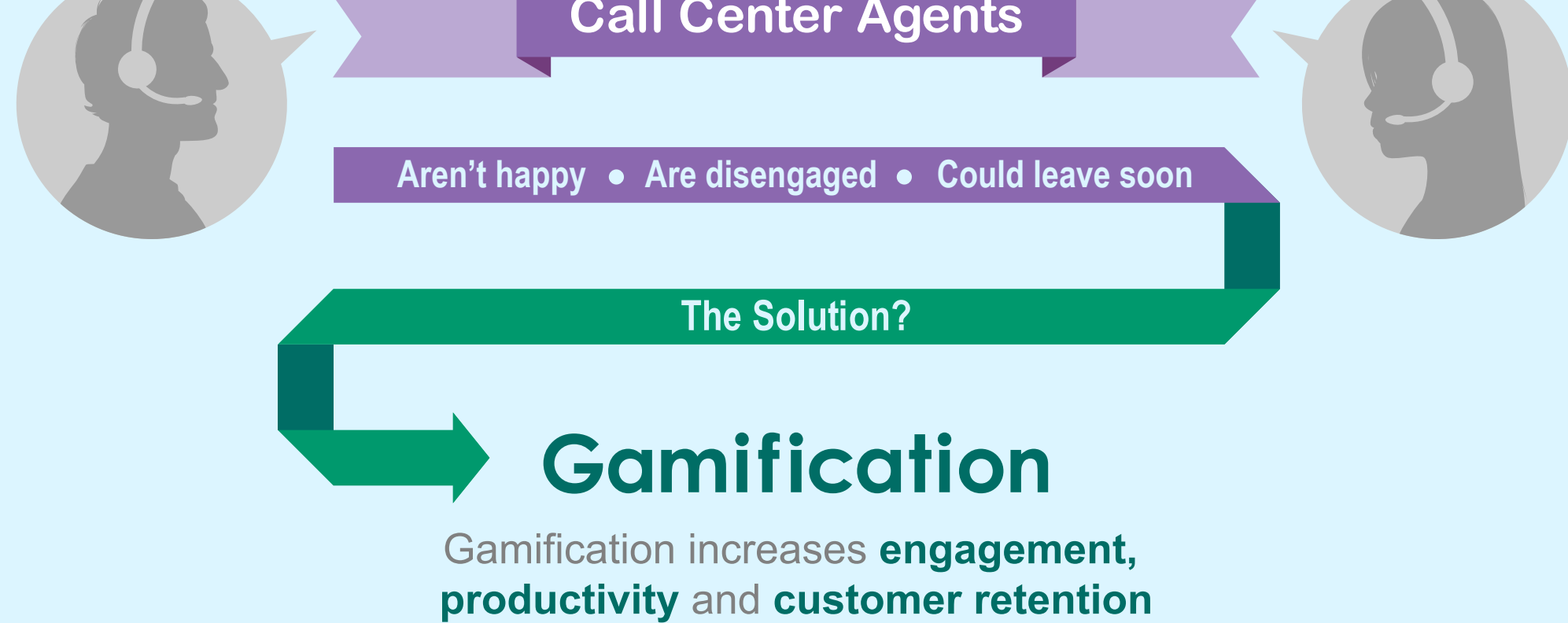


# Take This Job

## And Love It!

How Gamification Helps Call Centers Share the Love

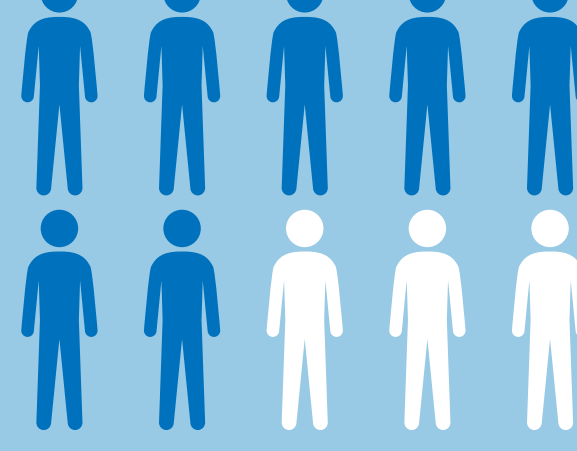
### Call Center Staff: Morale Matters



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

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

### Call Center Staff Has The Disengagement Blues

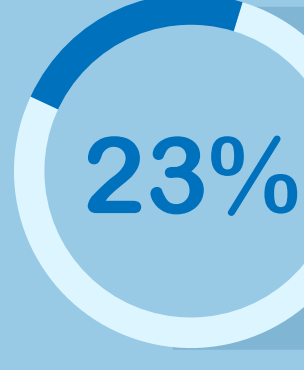


Out of every **10** American workers, **7** are disengaged with their jobs

*In call centers, these numbers are even higher*



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



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



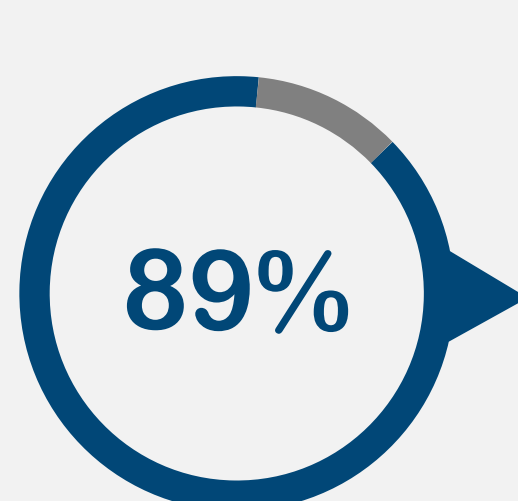
### A Lose-Lose Situation

Unhappy agents leave, with high turnover costs

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



Average cost of agent turnover



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

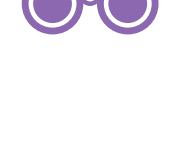
### Gamification Gives Agents



**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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