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# How to Gamify Your Contact Centre and Motivate Advisors





"Gamification is the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals."

"Applying game-like accelerated user interface design to make electronic transactions both enjoyable and fast." – Nick Pelling

"Gamification is the craft of deriving all the fun and engaging elements found in games and applying them to real-world or productive activities." – Yu-Kai Chou

"Gamification is the process of taking something that already exists – a website, an enterprise application, an online community – and integrating game mechanics into it to motivate participation, engagement, and loyalty."

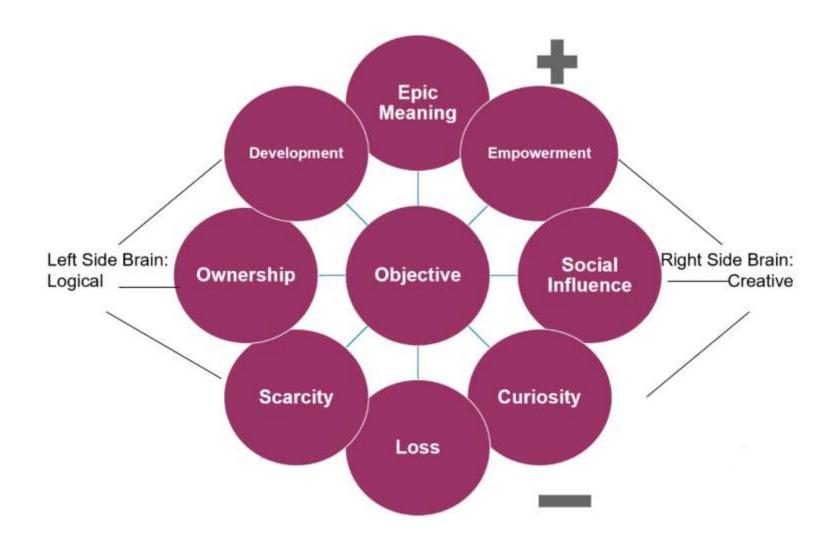


### Gamification is...

...a LEADERSHIP technique!



Yu-Kai Chou's Octalysis of Core Drivers



# **Epic Meaning** and Calling

Empowerment of creativity and Feedback

Social Influence & Relatedness

Unpredictability & Curiosity

Understanding the bigger picture

Knowing that you have the skills to achieve (eventually)

**Competition / Envy** 

Desire to see what happens next

Feeling part essential to the plan

Having space to make mistakes and learn as you go.

Acceptance / companionship

Risk seekers gamble / play the lottery

Higher purpose

Room to be creative without fear of external judgment

Relating to an action / person / other's achievement

Risk averse people buy insurance

"What's the customer impact?"

"I've tried X, it didn't work – I'll try Y next!" "I really wanted to help the customer because I went through the same thing recently"

"I love Simplifying Service, you never know what new idea is around the corner"

#### **Scarcity &** Ownership & **Development & Loss & Avoidance Impatience Accomplishment Possession** Owning something makes you Drive to improve and develop new We want what we can't have. Want to avoid something negative skills to overcome challenges want to improve /increase it **Customisation increases** Tracking accomplishments (Points, Sunk cost tragedy Delayed rewards fill your head! ownership Stars and Leader-boards) Loss aversion (even if losing an Limited access to things makes it **Drives accumulation of wealth Levelling (career progression)** opportunity) desirable and collectibles. "I've won awards for the first 3 "my multiskilling is helping give "It's the last day of the DFS Sale! "I'm on fire baby! Can't wait to days of customer service week. more consistent service to It's my last chance to buy a sofa!" see my daily results tomorrow!" Let's do all 5!" customers"

## Application



**Communication** 

Written

Verbal



Games



**Incentives** 

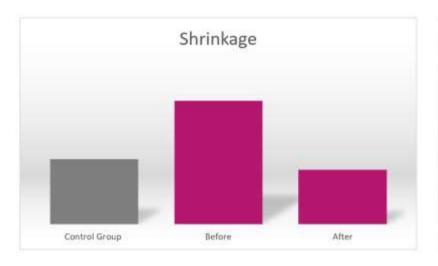


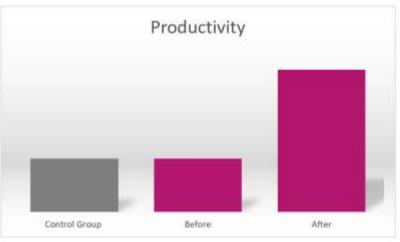
**Software** 

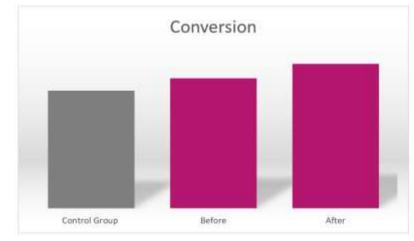
Dashboards

Wallboards

Voice Recognition







## What can be achieved?

## Thank you!

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