



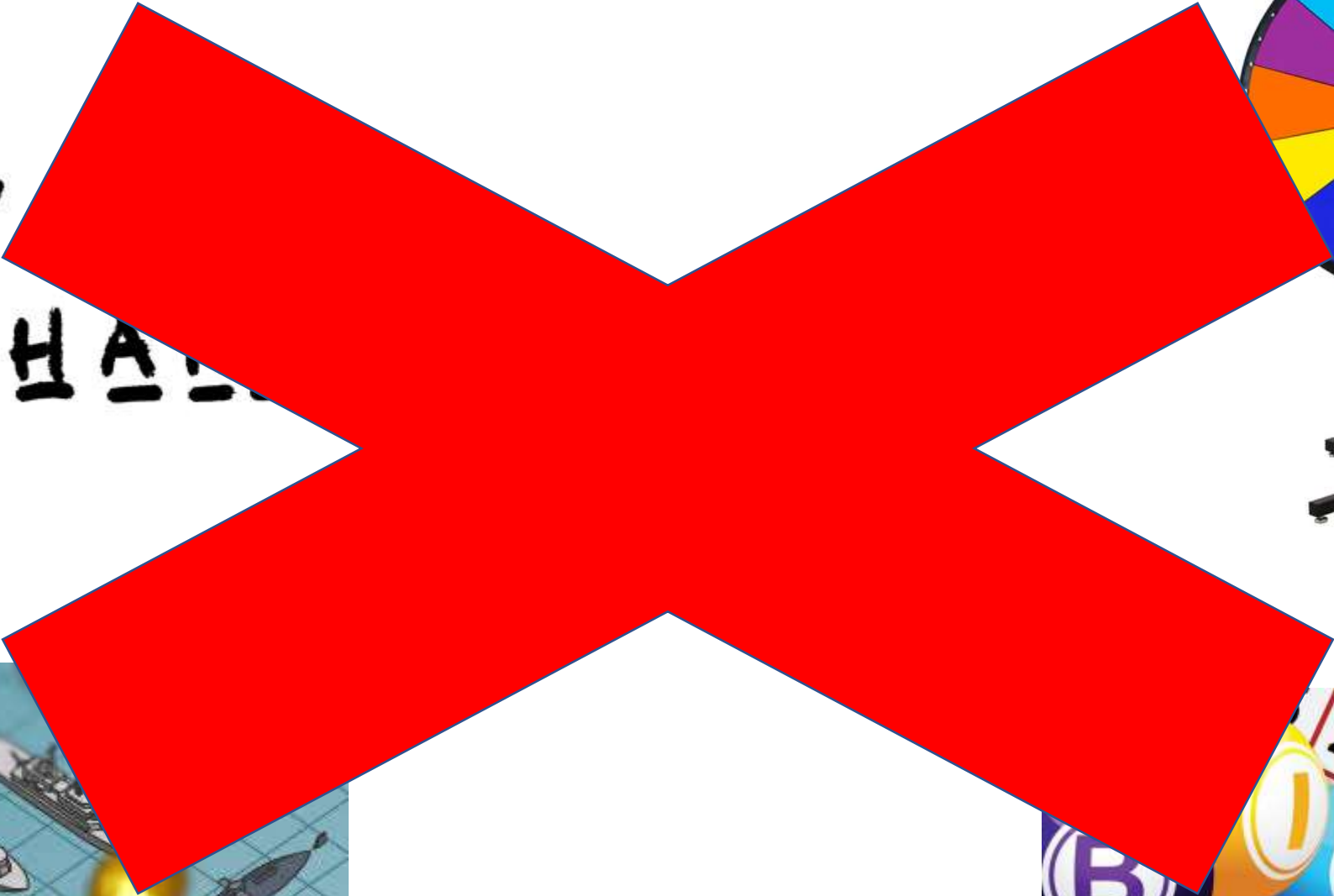
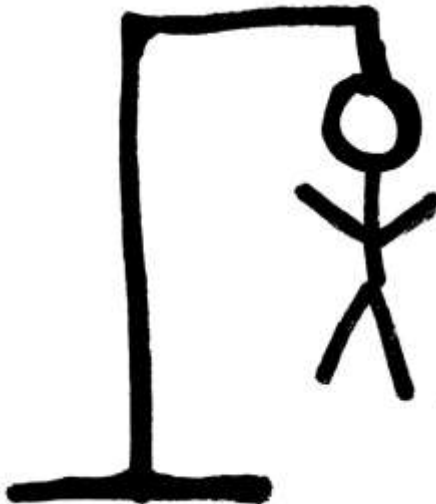
Alex Hickson
Payzone UK

How to Gamify Your Contact Centre and Motivate Advisors

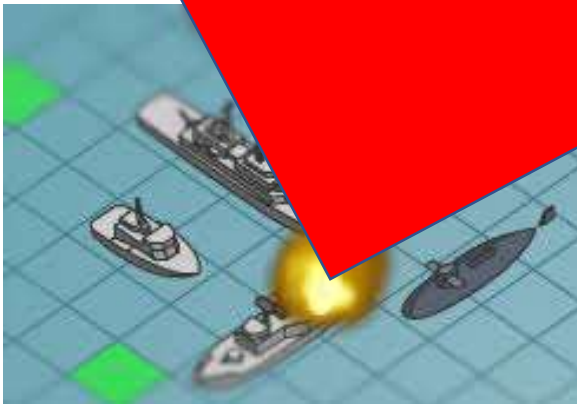
Webinar

>> Thursday 24th October 2019

Games?



HALL



“**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

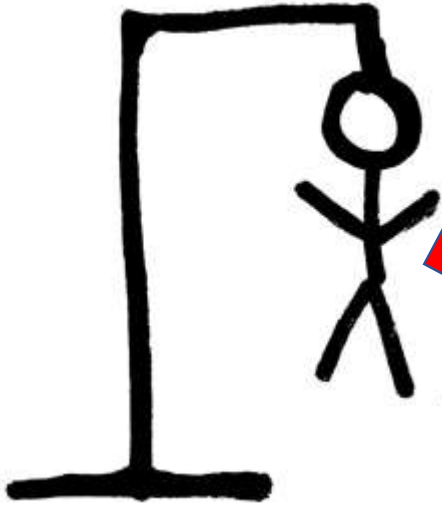
“**Gamification** is the process of taking something that already exists – a website, an enterprise application, an online community – and integrating game mechanics into it to motivate participation, engagement, and loyalty.”



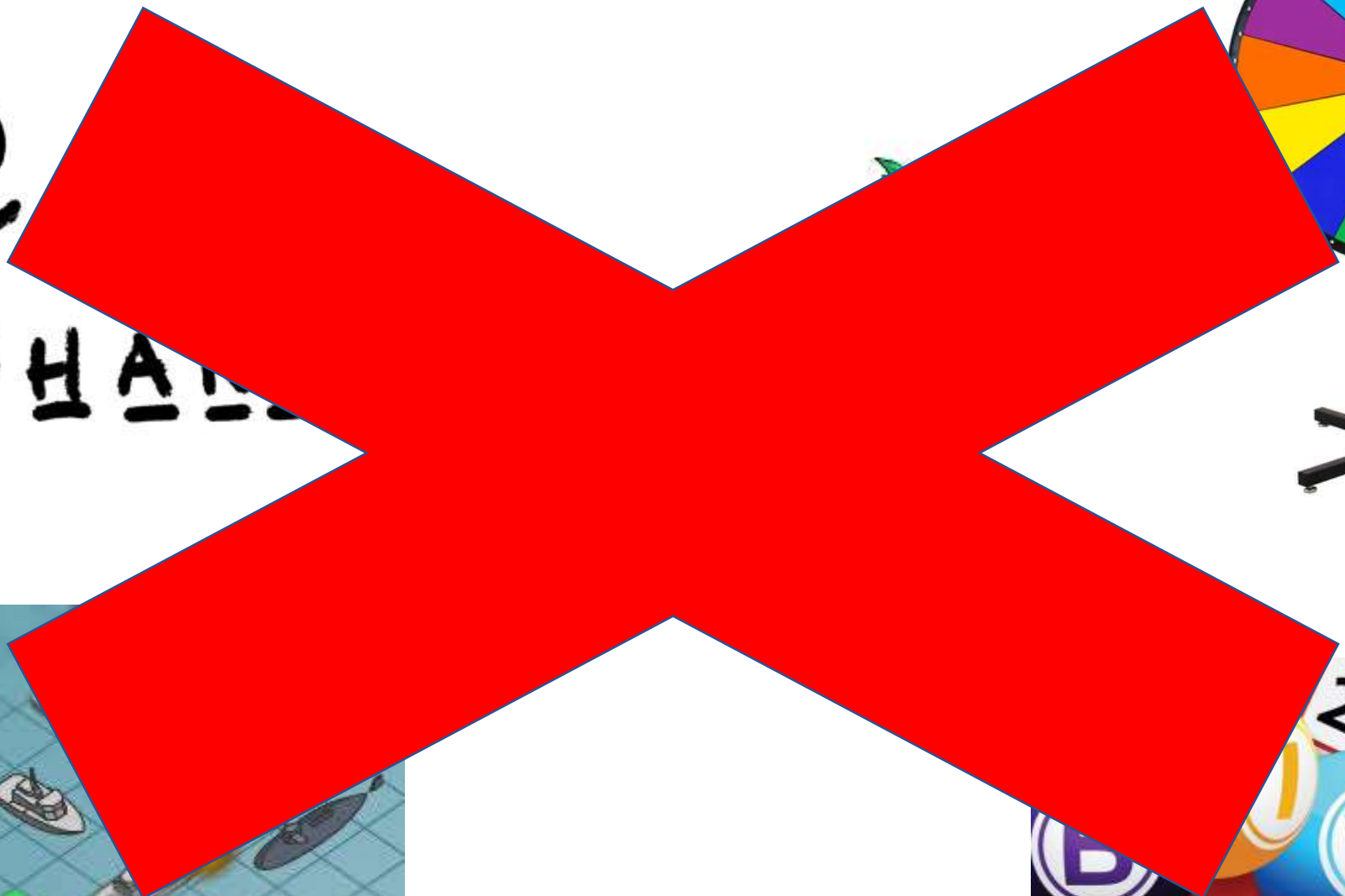
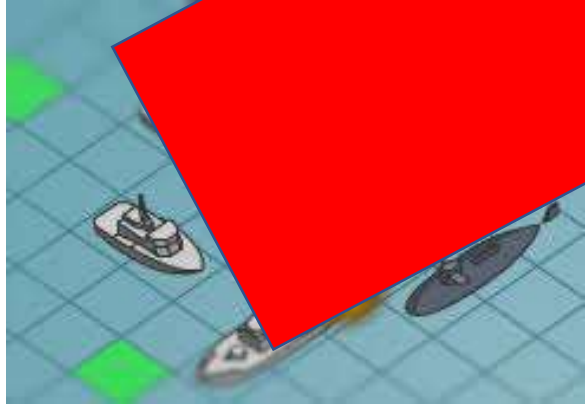
Gamification is...

...a **LEADERSHIP** technique!

Games?



HALL



Yu-Kai Chou's Octalysis of Core Drivers



Epic Meaning and Calling

Understanding the bigger picture

Feeling part essential to the plan

Higher purpose

“What’s the customer impact?”

Empowerment of creativity and Feedback

Knowing that you have the skills to achieve (eventually)

Having space to make mistakes and learn as you go.

Room to be creative without fear of external judgment

“I’ve tried X, it didn’t work – I’ll try Y next!”

Social Influence & Relatedness

Competition / Envy

Acceptance / companionship

Relating to an action / person / other’s achievement

“I really wanted to help the customer because I went through the same thing recently”

Unpredictability & Curiosity

Desire to see what happens next

Risk seekers gamble / play the lottery

Risk averse people buy insurance

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



Application



Communication

Written

Verbal



Games



Incentives

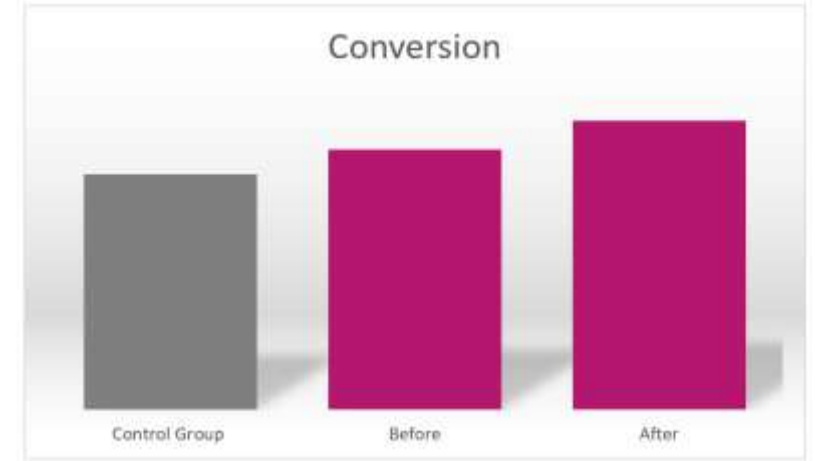
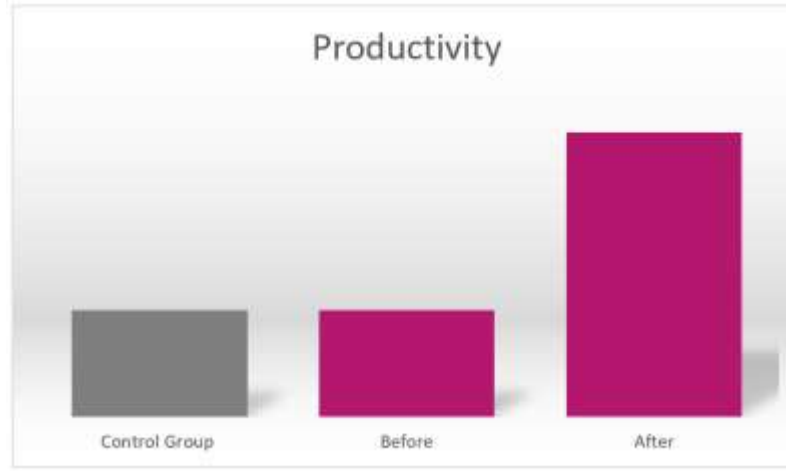
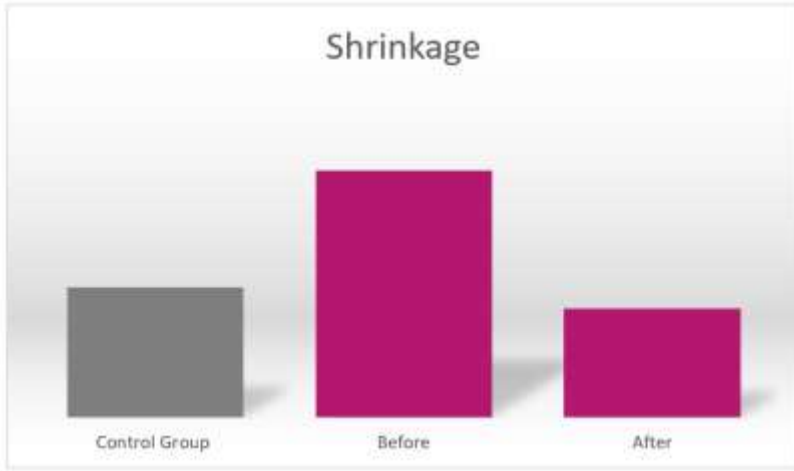


Software

Dashboards

Wallboards

Voice Recognition



What can be achieved?

Thank you!

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