



Brian LaRoche
Marketing Director



How to Gamify Your Contact Centre and Motivate Advisors

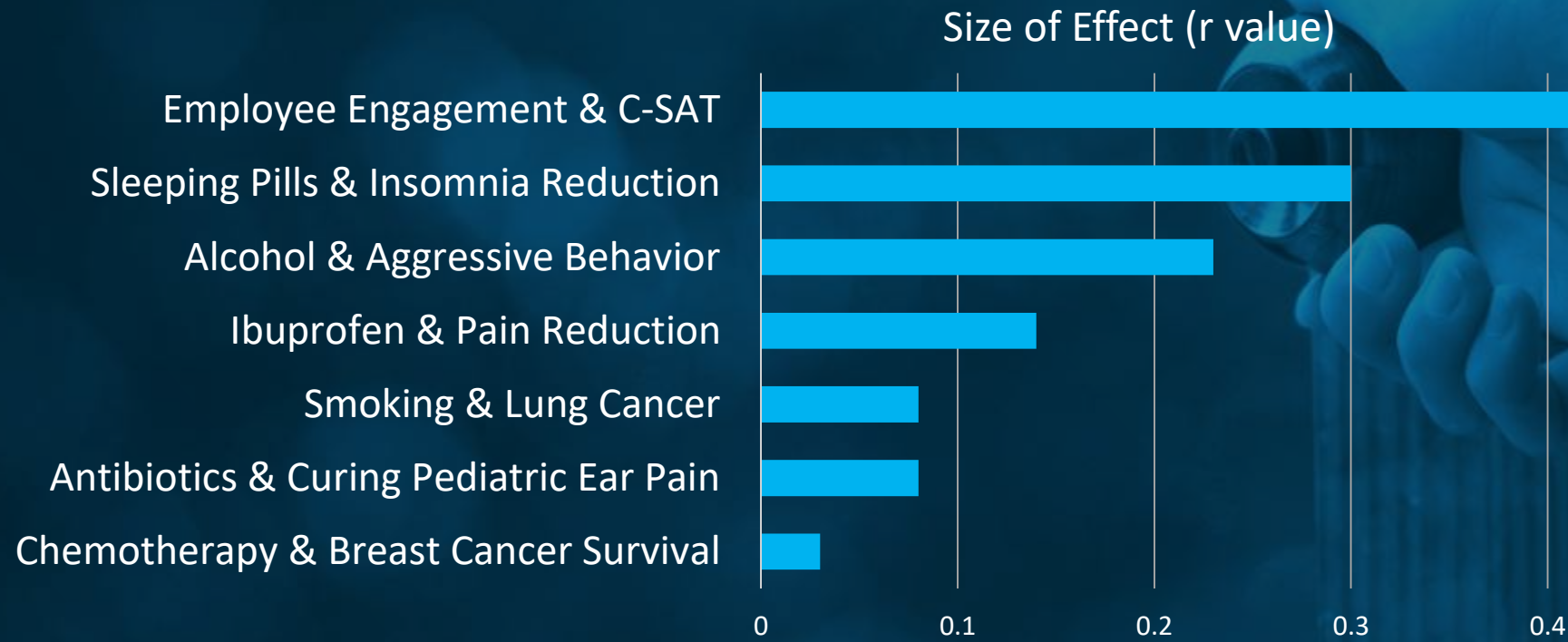
A background image showing a stack of wooden blocks and several colorful pawns (green, blue, pink) in the foreground, suggesting a game or gamification theme.

Webinar

>> Thursday 24th October 2019

Employee Satisfaction Drives Customer Satisfaction

“...organizational commitment [has] a more persistent influence on performance at the business unit level than vice versa.”



Great customer experiences rest on great employee experiences



Positive customer experience

Customers get value from the experience.

Effectiveness

Customers get value without difficulty.

Ease

Customers feel good about the experience.

Emotion

Positive employee experience

Employees can get their work done.

Productivity

Employees believe their organization helps them focus on their most important work.

Facilitation

Employees feel connected with their work, colleagues, customers, and purpose.

Connection

Common Causes of Agent Demotivation



- ✓ Inaccurate and unfair evaluations
- ✓ Limited opportunity for self-development
- ✓ No or misaligned incentives
- ✓ Limited opportunities for income growth.

Given staffing challenges caused by low unemployment rates, your Contact Centre workforce is likely made up of a generational spectrum of agents



Baby Boomers
(1946 - 1964)



Gen X
(1965 - 1979)



Millennials
(1980 - 2000)



What Motivates Your Employees?



Illustration by Joshua Seong. © Verywell, 2018.

How Does Speech Analytics Work?

Customer Interactions

Interaction Metadata

CRM Data



Audio Capture

Customer ID: 1298281

Call ID: 394802

Collector: Gabriel Nelson

Account: Marine Bank

Supervisor: Jay Gatsby

Date: 24, October 2019 14:37

Direction: Inbound



Debtor ID: 1298281

Debt Value: £1,397

Debt Collected: £1,397

Last Contact: 13, September 2019

PTP Score: 75%

Prior Written Consent: YES

Top Rank



Compliance Risk

"Your Compliance Risk score is the lowest on the team. Keep it up!"

FEEDBACK

Contact Analytics

Speech recognition

Language patterning & acoustics

Automated scoring

Good Morning. Is this Gabriel Nelson of 1255 Elm St?

Yes, this is Gabriel Nelson. Is this call about a bill or something? I want to talk to your boss!

This call is being recorded and is being made in an attempt to collect on a debt.

I've already entered paid my bill in full, I do not understand why you people are still calling!

[Right Party ID]

[Right Party Confirmed]

[Agitation]

[Billing]

[Escalation]

[Disclosure Statement]

[Over-talk]

[Dissatisfaction]

Agent Quality: 82

Compliance Risk: 23

Collector Skill: 86

Efficiency Rating: Optimal

Collector Ownership: Yes

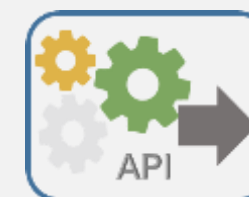
Talk Down: Yes

Search, Trend, Discover, Compare, Report



ANALYZE

Automated Quality and Performance Management



EXPORT

3rd Party Applications such as Gamification

Using Technology to Support Goals



- Fair & Unbiased Agent Performance Scoring and Feedback on 100% of Contacts
- Underlying Metric Reporting for Agent Compensation Programs
- KPI Feed for Gamification Programs and Platforms

How Speech Analytics Makes Great CX and EX Happen

Customers get value from the experience.

Effectiveness

Autoscore every interaction to Benchmark

Customers get value without difficulty.

Ease

Capture “Outside In” CSAT Evidence

Customers feel good about the experience.

Emotion

Metricize What as Said AND How it as Said

Analytics for Outcomes & % Silence

Productivity

Employees can get their work done.

Objective Scoring on Customized “represent the Brand” Attributes

Facilitation

Employees believe their organization helps them focus on their most important work.

Experiential Evidence Beyond FCR and AHT

Connection

Employees feel connected with their work, colleagues, customers, and purpose.

IDENTIFY COMPANY GOALS

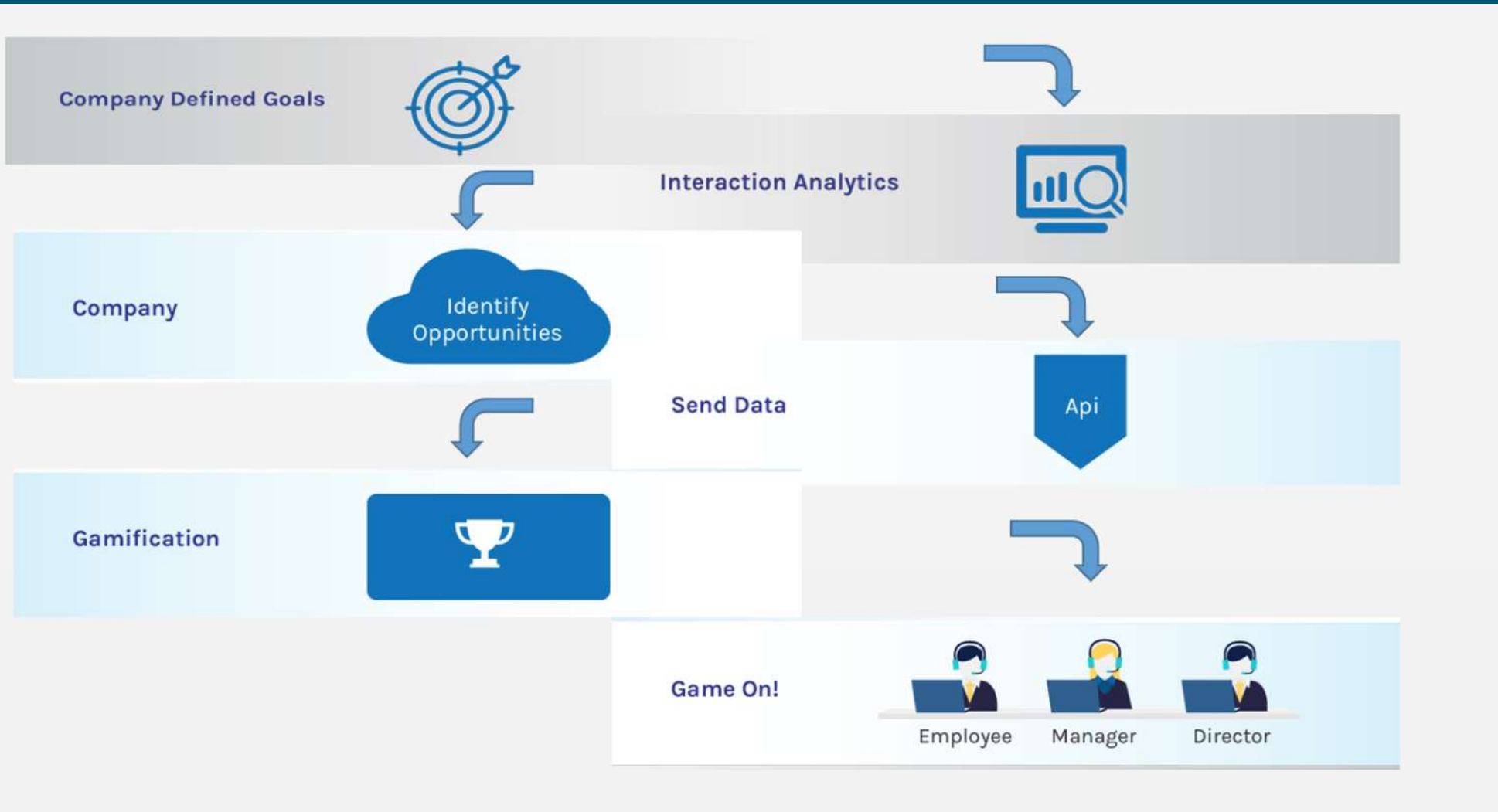
- ❑ How do you measure?
- ❑ Do you use Objectives & Key Results (OKRs) or Macro KPI's to guide your business?
- ❑ Can you identify your measurable Company Goals?
 - ❑ Business Goals
 - ❑ Employee Goals



“Align Agent activity with Company Objectives”



Extracting Analytics Metrics to Drive Gamification



LEVERAGING GAME MECHANICS



Millennials



Generation X



Baby Boomers

- Levelling
- Badges
- Virtual contests
- Live Auctions
- Goals Setting
- Collaboration

- Messaging
- Profile
- Progress Bars
- Recognition
- Feedback
- Scorecards

Powering Gamification with Speech Analytics

Customer Case Study

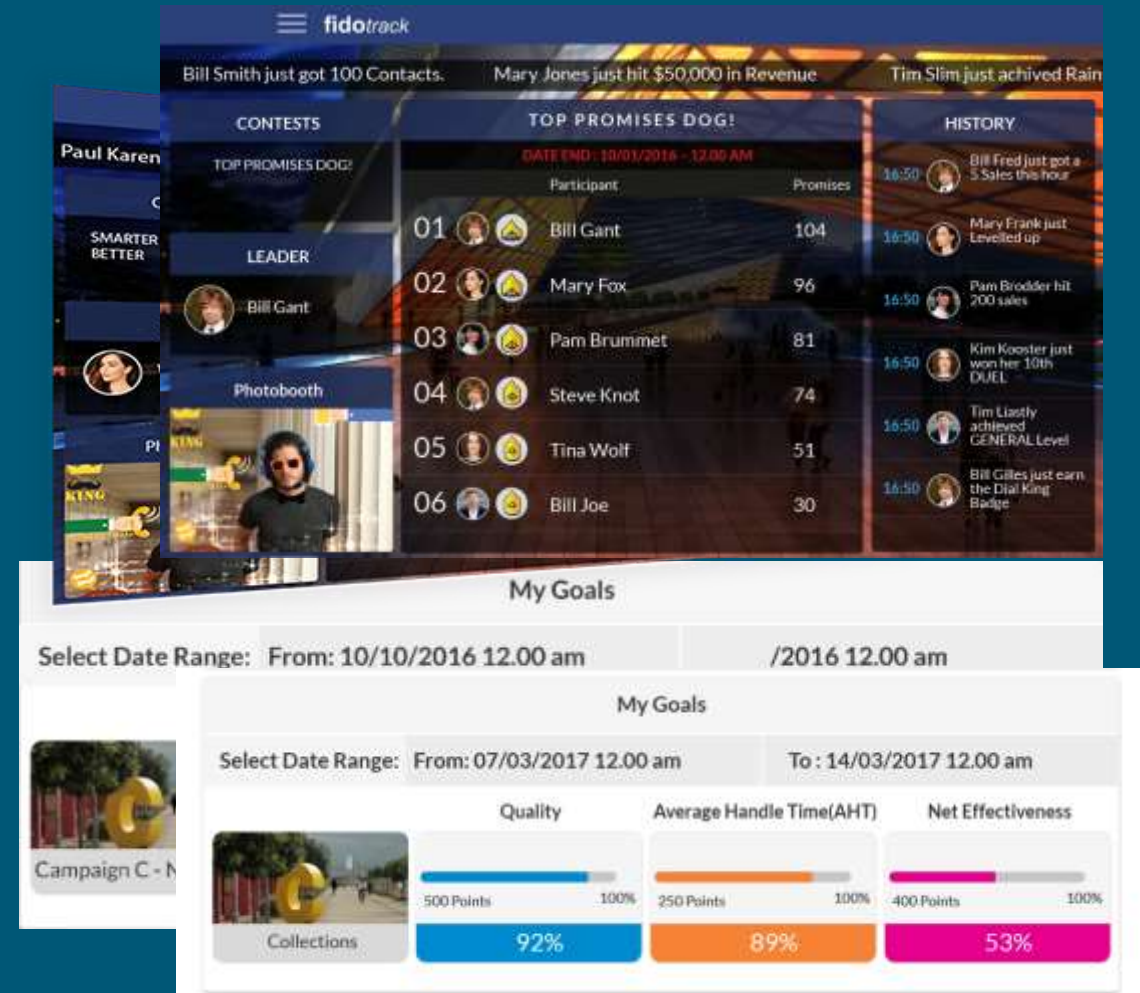
Performance Marketing Organization

Used IA KPI Outputs as Score Metrics for their Gamification Programs & Campaigns

Campaign Results

- ✓ Reduced order cancellation rate by 2%
- ✓ Improved Agent Scoring by 5%
- ✓ Increased Weekly Average Agent Revenue by £9k
- ✓ Improved Agent Morale
- ✓ Improved Compliance Scores by 10%

GAMIFICATION



Leveraging Technology KPIs with Gamification

Customer Case Study

Online Consumer Lending Organization

Used combination of Technology KPI Outputs as basis for their Gamification Initiative

Results

- ✓ Increased CPH by 29%
- ✓ Increased Max Loan by 16.2% or £299,301
- ✓ USD Increased Funding Per Hour by 20.4% or £389,437

GAMIFICATION

Duels Score Board

My Duel From 07.03.2017 ▼ To 14.03.2017 ▼

Goal:Gross Promises 00:03:24:00
Days Hours Minutes Seconds

You 7 Vs Raina 11

Coach your Team Search

Member Name Member Name Member Name Member Name Member Name

COACH COACH COACH COACH COACH

Rain Maker

Dial 100 calls and earn a Dial King badge to unlock Dial King Filters!



GAMIFICATION BEST PRACTICES

ONBOARDING

- ❑ Define desired outcome
- ❑ Organizational support
- ❑ Empower an internal owner
- ❑ Don't boil the ocean all at once
- ❑ Understand generational spectrum
- ❑ Define what success is

ONGOING

- ❑ Measure and Adjust
- ❑ Establish new behaviour outcomes and then pivot
- ❑ Establish new goals that line up to your organizational OKR's
- ❑ Be interactive, the more you work it the more your organization will receive

Thanks!!!!

Email: brian.laroche@callminer.com

Phone: 781-547-4052

Website: www.callminer.com



Brian LaRoche
Marketing Director

