

NICE inContact

Agent Engagement for Remote Service Excellence



Reimagining work from anywhere strategies



Leverage technology to improve the experience and expand capacity



Expand remotely training and onboarding to meet business demand



Engage and Excite in formal and informal ways to stay connected, and maintain centre culture

“

“**Engaged employees** generate 81% higher customer satisfaction and **half the employee turnover.**”

”

- The Future of Work, Forrester, 2020

Rewards and Recognition are key for agent engagement

Recognition, Helping others and Training are the top factors in Agent Satisfaction

Factors Contributing to High Agent Satisfaction

- 1 Rewards and recognition programs
- 2 Helping Customers
- 3 Training provided
- 4 Technology – ease of use
- 5 Complexity of work

Source: ICMI, The State of Experience and Engagement in Today's Contact Centers, 2019

Gamification: The Basics

What is gamification?

Gamification is an old concept with new capabilities

- Motivate employees with **performance-based** incentives
- Add **themes/games** into the incentive program
- **Inspire greater effort** to improve performance
- **Push/pull** on performance levers with ease
- **Change behaviours** to achieve business outcomes



Poll Question

What type of Gamification do you currently have in your contact centre:

- Gamification using a software (Ex: CXone Performance Management)
- Manual gamification (i.e. whiteboards, spreadsheet tracking, etc)
- No formal gamification program in place today

Gamification Flavors

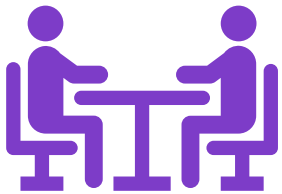
Team Competition



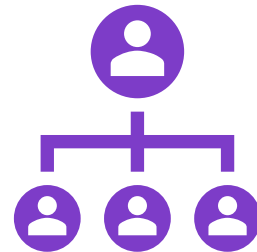
Agent-Self Competition



Peer Competition



Supervisor Competition



[Sarah Gualtieri on Unsplash](#)

Set fair rules by which gamification operation



Regular and dependable updates



Focus on leading AND lagging indicators



Fair competition



Create social awareness



Ensure most variables are almost entirely within the agents control



The reward is worth the effort

CXone Performance Management

Inspire improved performance

Empower agents with real-time performance visibility

Dynamic dashboards with fast and meaningful KPI goals and progress, empowering proactive behaviour

Improve engagement & retention

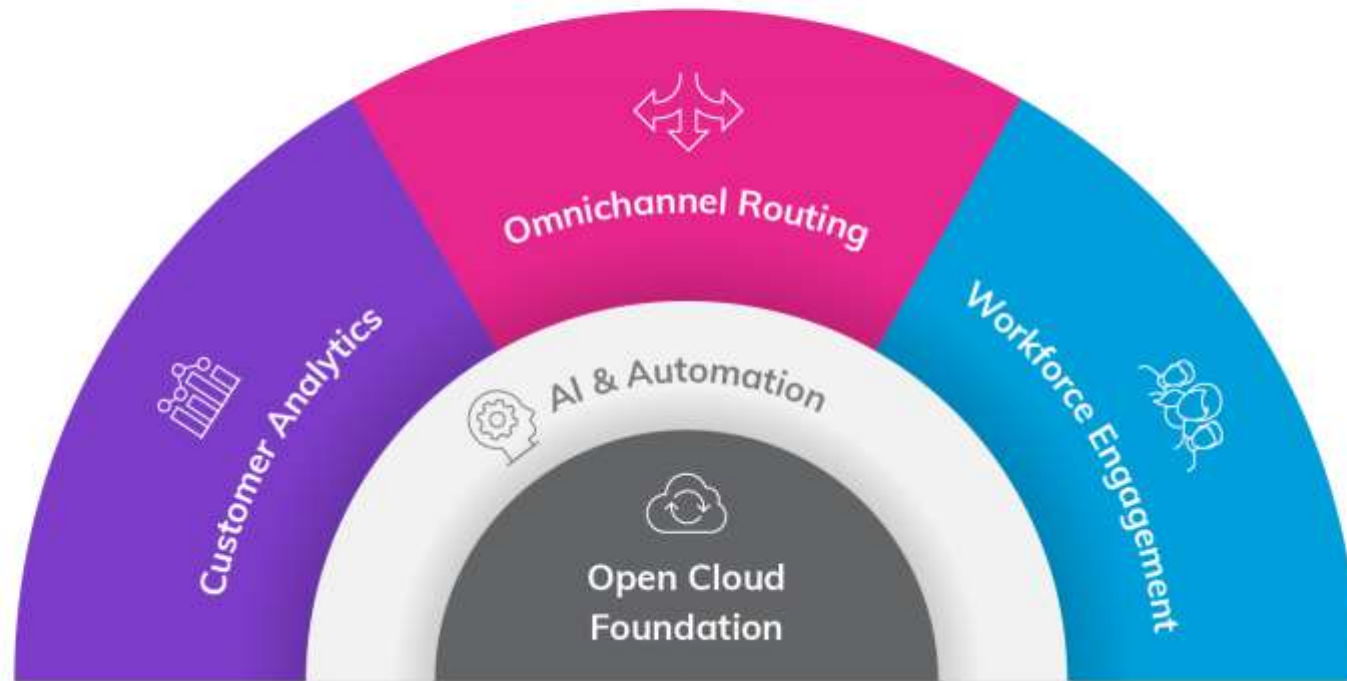
Gamification provides a fun and interactive motivator for agents to meet and exceed KPI goals

Report on “one view of the truth”

Use KPI-rich dashboards and reports for continuous improvement and to communicate success to business leaders



The Most Complete, Unified, and Intelligent Cloud CX Platform



one experience | **one** cloud | **one** destination | **one** step ahead