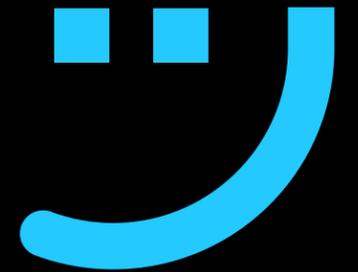


Boosting Employee Engagement and CX with Gamification



GETTING YOUR TEAM TO PLAY TO WIN

Challenge and reward form part of our natural drive and instinct. That's why gamification can be such a powerful way to improve agent performance and engagement in your contact center. In fact, you're probably applying gamification in your business already in the form of monthly sales competitions and so forth.

But you can take it to the next level with NICE dynamic games and CXone Performance Management. Our platform brings the art and science of measuring and motivating better performance to life, turning the best behaviors into habits and elevating employee engagement. In so doing, it aligns agents' motivations with your organizational goals and metrics.

NICE customers who have implemented gamification have seen 15% reductions in average handling time within 3 months and an increased customer satisfaction of 10%.

CATALYZE ENGAGEMENT WITH GAMIFICATION

Today's customers can solve most problems through online research, social media dialogue, and self-service. When they call a contact center, it is because they have more complex issues to resolve. And they expect instant gratification. Your agents' engagement levels will determine what sort of experience customers will get when they seek advice or service.

Furthermore, employee engagement has proven correlations with agent productivity, performance and retention. Yet, especially in remote and hybrid working environments, many agents are going through the motions. In a NICE survey only 14% of contact center agents reported that they are highly engaged at work.¹

It is thus no surprise that attrition is among the core challenges facing contact centers today. When agents aren't quitting, many are disengaged and demotivated. In its State of the Global Workplace: 2023 Report, Gallup finds that nearly 60% of the world's employees are "quiet quitting", reflecting a global employee engagement crisis.

To meet the demands of today's customer, agents need to feel invested and bring their A-game. Our agent engagement survey shows that 47% of agents believe that gamification improves their overall happiness and engagement levels. It inspires motivation, competition, and collaboration—building workplace satisfaction and helping to combat contagious negativity.

¹ NICE Agent Engagement, Internal Survey, 2022

BENEFITS

- Increase agent engagement and productivity by making work fun.
- Optimize the employee journey for enhanced customer experience.
- Inspire employee professional development and boost performance.
- Easily onboard and retrain staff.
- Enhance collaboration and teamwork.
- Offer real-time feedback and learning opportunities.

KEY FEATURES IN NICE DYNAMIC GAMES

- Individual and team-level challenges for driving competition and collaborative teamwork.
- Executive reporting and dashboards to identify the KPIs and metrics to be boosted through gamification.
- A points system for recognizing performance and achievements, coupled with a marketplace for converting points into goods and services.
- Simplified command center making it easier to design, introduce, and track the impact of gamification challenges.
- Personal dashboards for agents to track games, rewards, coins, and stats.
- Customizable avatars.
- Display real-time and historical game data on wallboards to share progress and inspire competition.

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1-866-965-7227](#)

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READY TO PLAY? HERE'S HOW TO START THE GAME

Start by choosing the right game mode for the goal you're trying to achieve and the characteristics of your players. You can choose from single player games, multiplayer games, team-based games and one-on-one challenges.

Choose a Game Mode
What game mode do you want to set up?

- Top Team (Team Game):** "Teams" compete against each other and win awards according to the position in which they place. Example: KPI is *QIM score*. 1st place → 1000 coins, 2nd place → 500 coins, 3rd place → 100 coins.
- Connect All (Single Player):** Players earn the prize by completing the metric goal on every square. Example: Sales <30, AHT <00:02:00, Calls >45, FCR >10, FREE SPACE, ASA <00:00:50, ACR <8, NPS >5, CPH <00:02:00.
- Connect 3 (Single Player):** Players earn the prize by getting three in a row! Example: AHT <00:02:00, CPH <00:02:00, Calls >45, FCR >10, FREE SPACE, Sales <30, ACR <8, NPS >5, ASA <00:00:50.
- Milestone (Single Player):** Reward players once for accomplishing something special. Example: KPI is *Agent Efficiency*. Bullseye = 95% to 100% → 1000 coins, 1st ring = 92% to 94.99% → 500 coins, 2nd ring = 90% to 91.99% → 100 coins.
- Bullseye (Single Player):** Players rewarded according to where they hit on the target (bullseye and rings).
- TopDog (Multiplayer):** Players rewarded according to how they rank. Example: KPI is *QIM score*. 1st place → 1000 coins, 2nd place → 500 coins, 3rd place → 100 coins.
- Multiplier Madness (Single Player):** Commission style game; players rewarded per KPI unit achieved. *Should only be used for count-type metrics. Example: KPI is *units sold*. Multiplier = 100 coins/sale. An agent gets 5 sales → 500 coins.

Make it fun with customizable avatars that let agents create graphical representations of their character and persona.

Avatar Gallery

Shoes

Cancel Save

And offer flexible rewards in a virtual marketplace where agents can set their sights on a payout that motivates their performance. Then once they have enough coins or points, they can easily redeem their earnings for their chosen prize. Some will work towards smaller items to have something to continuously look forward to. Others will save up their coins to buy a large item.

MARKETPLACE

Home Wishlist Orders Search Product Title Yvette Youngman 891,781 Coins

CATEGORIES

- ALL
- BESTSELLERS
- Videogames (2)
- Accessories (10)
- Gift Cards (3)
- Food (11)
- Test (404)
- On Sale (4)

Products:

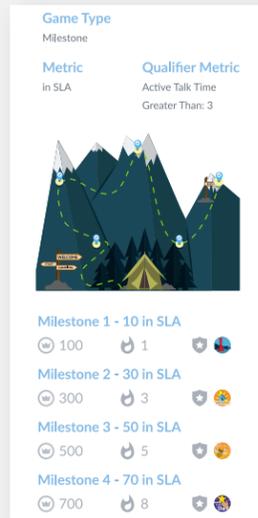
- Chunky Heel Boots: 5,200
- Cotton Blend Shirt: Starting from: 1,400-1,200 (Sale)
- DOOM Eternal (Disk Game): 3,400
- Faux Leather Wallet: 1,500
- Fortnite V-Bucks Card: Starting from: 500
- Nike Air Max 90: 6,000 (BESTSELLER)
- Soundcore Q10 Headphones: Starting from: 3,400-2,700 (Sale)
- Zelda Breath of the Wild: 5,200 (Featured)

3 WAYS TO CREATE ENGAGEMENT WITH GAMIFICATION

1. Motivation—Milestone

Gamification inspires agents to want to be in the game every day and to constantly improve their performance. The greater their improvement, the better the customer satisfaction, the more attractive their reward. Imagine you're launching a campaign to sell a new product. You train your staff on the new product, but your NICE CXone Performance dashboards show low SLA compliance.

So you decide to challenge your staff on the new product, testing their knowledge of the learning material with a milestone game. Upon successful completion, each person is rewarded with points they can accumulate and redeem in meaningful ways. In one step, you've created a higher learning index and engaged staff through eLearning with concrete incentives.



1. Motivation



2. Competition

Leaderboard
This Week

Place	Name	AHT
1st	HANK CARTER	00:02:48
2nd	FRANK RYDER	00:03:30
3rd	ZANE CHANEY	00:03:39
4th	ROY ELLISON	00:05:19
5th	MARGO RIVERA	00:05:38
6th	QUINN NOVAK	00:06:46
7th	GROVER WEBB	00:07:07
8th	TILLIE HORN	00:07:08
9th	KIYA KIOSHI	00:10:03
10th	LYDIA DAVENPORT	00:10:19
11th	ZACH CROWTHER	00:10:49
12th	DEXTER MAXWELL	00:11:29

3. Collaboration

2. Competition

The hunger of competition and the warmth of recognition are powerful motivating forces. Why not create the First Response Time game and let people compete for it each week? You can devise challenges that are increasingly difficult to help your agents achieve their ultimate goals. And acknowledge their efforts to strive and succeed in scores that anyone can access on the portal.

According to Quantum Workplace Research, the number three reason people leave their jobs is a lack of recognition. When employees believe they will be recognized, they are 2.7 times more likely to be highly engaged.²

3. Collaboration

Gamification significantly increases organizational collaboration and best practices. The end result is a more fluid, team-driven ecosystem, where veteran, top performers and eager new hires run together in sync. With CXone Performance Management, contact centers can tap into a deep well of collaborative opportunities. They can identify top-performing agents and enable knowledge-sharing between peers to improve performance and eliminate information gaps. They can empower employees to seek each other out for new ideas and mentoring or reward agents for achieving their goals or as encouraging tool.

² The Importance of Employee Recognition: Statistics and Research

BOTTOM-LINE BUSINESS IMPACT

If you want to drive employee engagement and unlock their potential—get in the game! Here are three ways gamification can deliver bottom-line impact for your business.

Onboarding

Organizations that create simple, modular training ‘levels’ lead new hires through a progression of documents, activities, and benchmarks. We have seen organizations reduce ramp-up time by more than 90% (from four weeks to 14 hours).

Engagement

Gamification combats disengagement among demotivated employees and lifts engagement among your best performers. Gallup’s **State of the Global Workplace** research shows that highly engaged business units realize an 81% difference in absenteeism and a 14% difference in productivity.³

Retention

Gamification can be an important tool in reducing attrition. The Gallup research shows that highly engaged employees stay at their companies longer.

NICE PERFORMANCE MANAGEMENT AND GAMIFICATION

The concept of gamification sets agent imaginations alight. That’s why at NICE, our games are at the forefront of our development and innovation focus. We have fully integrated our gamification capabilities into NICE CXone, our complete, cloud-native customer experience platform. What does that mean? It means that NICE can connect all the dots for you.

Go ahead—the ball is in your court now.

³ Gallup State of the Global Workplace: 2022 research

About NICE

With NICE (Nasdaq: NICE), it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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