Introduction

Gamification has captured the attention of managers, employees, and customers. Emerging applications in this category are catching on in contact centers and being deployed in customer-facing Web sites to engage and retain employees and customers. Gamification is "the application of gaming and behavioral modification science, methodology, and techniques in business applications and processes to accelerate adoption, promote engagement, and drive ideal behaviors by making experiences fun, motivating, and rewarding.". While the concept and practice of using challenges—such as achieving reward levels—to engage people has been around for years, what's new is the developing market of packaged gamification solutions that provide companies with a framework, development environment and tools, and possibly a portal to use to create customized programs.

Recognition + Rewards = Results

Gamification is ideal for staff-intensive operating areas, where it can be used as an agent empowerment tool. It provides a framework that enables organizations to motivate employees and customers to do what they want done, by recognizing and rewarding their actions. Agent recognition and rewards are tied to reaching performance goals, something agents are accountable for anyway.

How Gamification Works

Gamification solutions provide agents with real-time performance data that is directly tied to the key performance indicators that matter most to them. These solutions are being used to motivate agents to improve their performance and rank by giving them challenges, tasks, activities, and quests designed to "level up" their performance. Many of these solutions come with internal social media communities to foster collaboration, encourage peer support, and provide a fun diversion while still delivering an outstanding customer experience..
For customers, gamification is a way of promoting engagement with the product, user community, brand identification, and loyalty. Gamifi-cation injects fun and competition into the process, in the form of surprises and perks via intrinsic and extrinsic rewards. There's now "something in it for me," whether the "me" is an employee or a customer. There's also something in it for the enterprise: engaged employees and loyal customers who are driving profitability by contri-buting more to the bottom line..

Gamification

Gamification features

☐ Self Expression -assisting learners to build self-identity can facilitate learner engagement
☐ Self Discovery – building expertise by learning deep patterns that constitute mastery via reflection
☐ Time Pressure – focus the mind and draw learners to the task at hand
☐ Status – a primary human motivator using communication of accomplishment
☐ Goal Setting – short-term goals with immediate feedback scaffolded to keep interest
☐ Rewards – non-grade based rewards can help improve student motivation
☐ Altruism – taps into the natural joy of helping one another

What's Next for Gamification?

The potential for applying gamification to real-world experiences is far-reaching, tremendous, and limited only by people's imaginations. More contact center vendors will incorporate gaming techniques into their solutions through internal development, partnerships, and/or acquisition, making these capabilities more readily available. Gamification has not yet started to enter the back office, but the opportunity is great. To be highly productive organizations will use these solutions to help reduce customer effort and positively engage with their customers via social community channels. Although the primary goal of gamification is employee and customer engagement, these solutions also hold promise for capturing insights into what drives specific behaviors