



# One Contact Gamification

Boost employee motivation  
and productivity to improve  
Contact Center performance

Collab.

cirion

# A more enjoyable workplace

Contact centers have one of the highest staff rotation rates in the industry and one of the lowest wage averages. In this scenario, creating a **mechanism that motivates and promotes employee loyalty** makes perfect sense. Gamification can be the key to cope with lack of engagement: it uses **game mechanics and design techniques to create a game like experience during the work period**. A tool to shape behaviors, develop skills and drive outcomes – making **work more appealing, motivating and fun while still trying to meet company goals**. OneContact Gamification is available via web browser or mobile apps.

## How does it work?

First you need to establish what are the **most pressing needs** of the contact center and then define the primary **business objectives**, matching them with a Gamification strategy that can have different improvement goals, such as:

1. First Call Resolution;
2. Average Handling Time;
3. Customer Satisfaction/NPS;
4. Punctuality;
5. Customer Retention;
6. Team vs individual performances.



## How does it work?

You can engage in the Gamification activities as a **Player**, a **Team** or a **Workgroup**.



### Quests

Journeys where you try to reach 100% completion of missions!



### Achievements

You are rewarded based on feats and milestones performed!



### Challenges

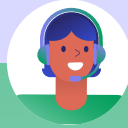
You must achieve the goal faster or in a better way than the others!

# 3 types of users



## Administrator

In charge of creating activities that help to implement new procedures. They can also define short term activities that will stimulate quick responses and provide prizes upon completion.



## Supervisor

They assign players to teams, create activities and allocate both players and teams to those activities. They can also be part of the game now.



## Player

They take part in the activities and are awarded with experience (XP) and credit points (Gamification currency) each time they achieve the goals. They can map their evolution, career progress and compare it with other players.



# Advantage & Features



## Rewards

The virtual store is where the credits earned can be traded for the available prizes. The rewards can be as simple as a chocolate bar, a tablet or even a salary bonus.

## The Wheel of Fortune

Allows your players to get extra prizes not related to quests, achievements or challenges. Keep players active daily by setting new prizes.



## Your language

Available in English, Spanish, Portuguese, French and German, with the possibility of adaptation to other languages.

## Reports

Find out who is ahead of the game with real time statistics of KPI evolution, wallboards and leaderboards and receive a daily report of the activities of the last 24 hours.



## Workgroups

A tenant can have multiple Workgroups. This feature allows several company branches to compete without knowing each other's score.

# Gamification is more than a game

- **New dynamic** between agents and supervisors;
- Fully structured activities will bring **coherence and efficiency** to the workplace;
- Provide **real-time feedback, goals, rewards** and a community to **compete, collaborate and share** with.



## Key Benefits

Boost performance and results with a healthy competitive spirit



Improve engagement by making the workplace more enjoyable and fun



Identify top talent for promotions and provide extra motivation for agents that are not performing so well



# Looking to Launch a Contact Center Today?

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software can help your business goals.

## Check Out our Website!

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