ABSTRACT

# 2017 Contact Center Gamification Product and Market Report

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*DMG Consulting's second **Contact Center Gamification Product and Market Report** examines this emerging IT sector: the vendors, their offerings, the functional capabilities of gamification solutions, product prices, best practices and more. The Report analyzes market trends and challenges, product innovation and the competitive landscape, and provides 5-year growth projections. It presents information about the uses and benefits of these applications in the contact center, as well as newer applications in the back-office and other areas of the enterprise. It provides emerging best practices, so enterprises can derive the greatest return on their gamification investments.*

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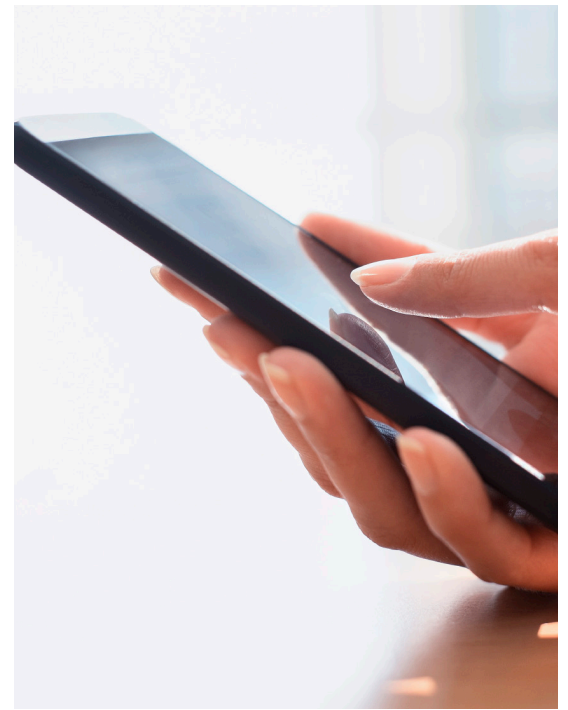
Gamification solutions apply the concepts of games and challenges to motivate, engage and reward employees and customers. The vendors of these solutions often target contact centers because these are people-intensive departments that can benefit greatly from gamification initiatives. When it comes to employees, the value proposition of these solutions is that they are intended to improve productivity, enhance quality, engage employees. This results in more satisfied employees, reduced attrition, better teamwork, and as a result, a better, and cost-effective customer experience. Gamification also satisfies the needs of the Millennial workforce for immediate, timely and continuous recognition and fairness in the application of work rules, practices that are also appreciated by other generations.

There are two primary forms of rewards used in gamification solutions: extrinsic and intrinsic. Extrinsic rewards include cash, gift cards or physical goods, and intrinsic reward options include badges, points and leaderboard position, which give participants recognition and social status in their communities. Recognition is typically delivered in a Facebook or Twitter-like paradigm that enables agents to establish an online presence and identity in the workplace. Points, which are a form of in-app currency, can be redeemed for prizes, the power to unlock new gamification capabilities and different levels of participation, or to "buy" preferential shifts or preferred time off.

The concept of gamification has caught on in contact centers over the past few years, and vendors in other IT segments are adding gamification practices to their solutions. Vendors of performance management, quality assurance, workforce management and customer relationship management solutions are embedding gamification techniques to improve adoption and utilization of their core capabilities and to address the needs of their customers.

The challenge for companies is to choose the right gamification solution for their culture

and the function of their organization, and to invest continuously in these solutions to keep the gamification challenges fresh and compelling. When used successfully, gamification solutions can make the workplace fun and engaging, building morale and encouraging team-building and peer-to-peer mentoring.

Enterprises are also seeking customer gamification modules in order to improve loyalty and engagement. Most customers are open to and in many cases, welcome, gamification practices on a company's website, for example, as long as these techniques remain optional and the process is fair. The key is to provide a good mix of rewards and to refresh them continuously so that customers will keep coming back for more. This is a major challenge, as customers are known to be fickle in their buying and brand preferences.

DMG expects that a growing number of applications and processes will be gamified in the future. Uses of gamification will include hiring and on-boarding of new employees, rewarding agents for successfully handling challenging situations, recognition of back-office and branch employees for outstanding performance, and much more. Employees will benefit from a more enjoyable work experience, and customers will appreciate interacting with a more motivated and engaged workforce that is committed to service quality.
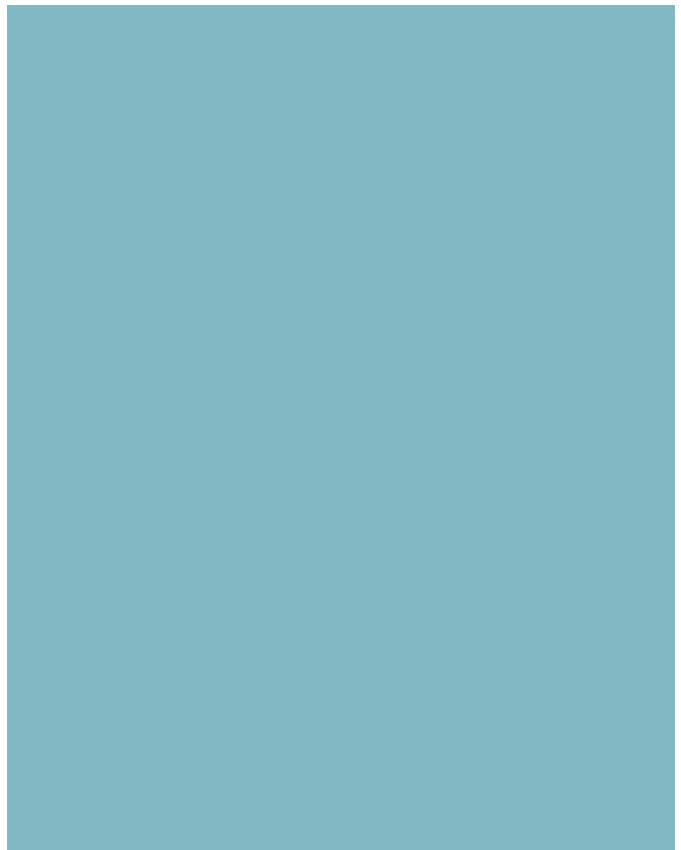
The *2017 Contact Center Gamification Product and Market Report* is the only in-depth analysis of this growing market. The Report analyzes 6 vendors who offer gamification solutions to contact centers, although many of the stand-alone solutions can also be applied more broadly to other enterprise departments and customers. The 5 vendors covered in detail are: Clearview, CRMGamified, nGUVU, NICE and TouchPoint One. AgentBalance is covered at a high level.
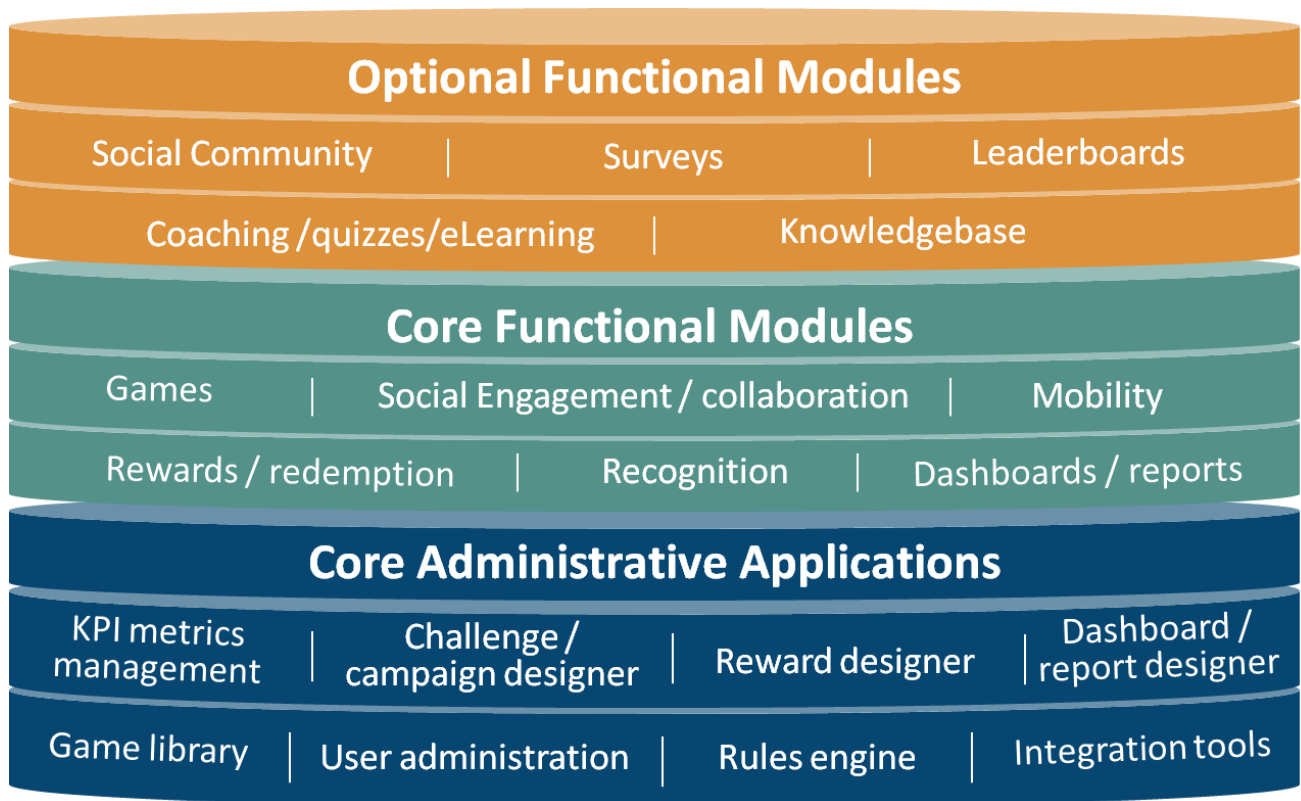
Key Reasons to Buy This Report

⇒ Definition of gamification and the approaches used by the vendors who deliver these capabilities

⇒ Functional building blocks of contact center gamification solutions

⇒ High-level technical analysis, including system administration, security, and integration capabilities

⇒ Service deployment options for gamification solutions

⇒ Market and business trends and challenges that are driving investments and guiding vendor innovation

⇒ Gamification market innovation, including a review of recently introduced functionality and what is planned for the next 12 – 18 months

⇒ Explanation of the current uses and applications of contact center gamification and the resulting benefits

⇒ Discussion of how gamification promotes improved performance through employee engagement, empowerment and community

⇒ Insights into how the gamification of customer activities is reducing customer effort and improving the customer journey while taking customer engagement and brand loyalty to new levels

⇒ A look at the potential uses and benefits of gamification in the back office and across the enterprise

⇒ Gamification market activity analysis and 5-year market growth projections

⇒ Review and assessment of the gamification competitive landscape

⇒ Overview of the 6 leading and contending gamification vendors, including company snapshots, go-to-market strategies and product offerings

⇒ In-depth, side-by-side comparative analysis of the fundamental gamification capabilities in the 5 featured gamification solutions

⇒ Implementation analysis, including vendor methodology, best practices, training and professional services, maintenance and support, and return on investment

⇒ Comprehensive customer satisfaction survey results that measure and rank ratings across 10 vendor categories and 9 product components, plus customer insights on product strengths and enhancement opportunities

⇒ Vendor pricing models for on-premise, cloud-based and managed service gamification solutions

⇒ Detailed company reports for the 6 leading and contending gamification vendors, analyzing their products, functionality and future product development plans

⇒ Gamification Vendor Directory

Report Highlights

- **_The value proposition of gamification solutions is clear:_** Gamification techniques are being used successfully in contact centers to reduce agent attrition and build morale. By recognizing a job well done and providing timely feedback and rewards, these solutions enhance quality and engage employees while improving productivity. These same principles can be used to motivate and incentivize performance excellence in other departments throughout an enterprise.

- **_Gamification is a perfect match for the Millennial-centric workforce:_** Millennials place a great emphasis on fairness in the workplace, a work/life balance, and continuous recognition. Gamification solutions satisfy these needs by using automation instead of subjective judgment to identify performance achievements and providing rewards based on pre-defined business rules.

- **_Customers benefit from gamification just as much as employees do:_** By motivating behaviors that promote service excellence, gamification results in greater customer satisfaction. Vendors are also beginning to roll out gamification solutions targeted at customer engagement and retention. Everyone enjoys a well-designed game, and customers are responding positively when website and self-service activities are gamified, which ultimately benefits a company's brand and bottom line.

- **_Gamification is essentially a science, but rewards are an "art":_** Whether a gamification initiative is targeted at employees or customers, the right mix of rewards is essential to make the program successful. A good combination of intrinsic and extrinsic awards is necessary in order to motivate employees, and both staff and customers require continuous innovation in games and challenges to keep them engaged.

Gamification Functional Building Blocks

Optional Functional Modules

| Social Community | Surveys | Leaderboards |

Coaching /quizzes/eLearning | Knowledgebase

Core Functional Modules

| Games | Social Engagement / collaboration | Mobility |

| Rewards / redemption | Recognition | Dashboards / reports |

Core Administrative Applications

| KPI metrics management | Challenge / campaign designer | Reward designer | Dashboard / report designer |

| Game library | User administration | Rules engine | Integration tools |

Source: DMG Consulting LLC, May 2017

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