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Gamification Solution Guide

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nGAGEMENT is a gamification solution that pairs with Genesys Cloud CX to improve employee engagement.

Solution overview

A positive customer experience starts with employee satisfaction. Engaged employees work harder and have a more positive attitude, resulting in enriched customer service. A proven method to optimize employee engagement is to use intrinsic motivators that promote autonomy, mastery, and purpose. That's where gamification can help.

About gamification

Gamification uses game mechanics in a non-traditional environment to turn normal working processes into competitive activities that encourage collaboration. It influences preferred behaviors and activities within the workplace to enhance employee performance.

About nGAGEMENT

nGAGEMENT is a performance management and employee engagement cloud solution that gamifies your contact center. It uses game mechanics, recognition, and social media concepts to influence employee behavior. It exploits our natural eagerness for competition, collaboration, achievement, and recognition to increase motivation and improve engagement. Through rewards and recognition, nGAGEMENT encourages agents to improve their performance and increase collaboration with colleagues.

About nGAGEMENT for Genesys Cloud CX

nGAGEMENT pairs with Genesys Cloud CX to deliver workforce optimization capabilities such as AI and performance analytics. It uses predictive analytics based on machine learning to understand and report on agent productivity trends. It then uses those trends to determine each agent's ideal path to reaching Key Performance Indicator (KPI) objectives.

nGAGEMENT syncs in real time with Genesys Cloud CX the agent's:

- Presence
- ACD state changes
- Performance metrics such as average hold time, after call work, and number of calls.

Organizations that use nGAGEMENT as part of a broader performance management plan see real benefits in reduced operational costs, increased efficiency, and improved retention of agents.

About Genesys Cloud CX

Genesys Cloud CX is a suite of cloud services for enterprise-grade communications, collaboration, and contact center management. It's built on top of Amazon Web Services (AWS) and uses a distributed cloud environment that provides secure access with a marginal IT footprint. For more information, see the Genesys Cloud CX Resource Center.

Features

Performance and engagement points

nGAGEMENT supports two types of point systems: performance and engagement.

- Agents score performance points when they meet their KPI targets.
- Agents earn engagement points based on their level of nGAGEMENT usage. For example, logging on to the app, sending cheers, challenging colleagues, winning challenges, or completing sparks successfully.

Agent rankings based on performance, engagement, and total points display on a leaderboard.

Rewards and recognition

nGAGEMENT allows organizations to create contests and challenges to promote healthy competition and improve agent engagement and productivity. Managers and agents can track progress individually and across teams. Agent profiles highlight achievements, allowing agents to showcase their contributions and key milestones.

Organizations can use rewards and recognition to encourage agents to:

- Track their progress
- Self-correct and manage their performance
- Earn points, badges, cheers, and sparks
- Challenge their colleagues to be their best
- Collaborate with other agents

Training and self-assessment

nGAGEMENT provides an interactive and team-oriented approach to learning. Agents progress through self-paced training modules and complete quizzes for self-assessment purposes. This feature reduces on-boarding time and promotes self-improvement.

KPIs

Organizations specify the KPIs they want nGAGEMENT to gamify and track. Managers can connect KPIs that they want to impact to contests and challenges to transform the KPIs into performance points. These points add up and allow agents to earn rewards.

The following KPIs are available in nGAGEMENT.

Abandon rate	Global average speed of answer	Presence
Adherence	Global calls answered percent	Productivity ratio
Average after-call work	Global transferred percent	Total after-call work
Average handling time	Occupancy (interacting percent)	Total interacting time
Average hold time	On-off queue compliance	Total number of handled interactions
Average talk time	Percent calls answered	Total number of transfers
Calls per hour	Percent calls transferred	Total talk time
Calls within specific wrap-up	Percent of alerted calls answered	Total time - secondary presence
Evaluations	Percent of interactions with wrap-up	

For more information about KPIs, see Available metrics.

Benefits

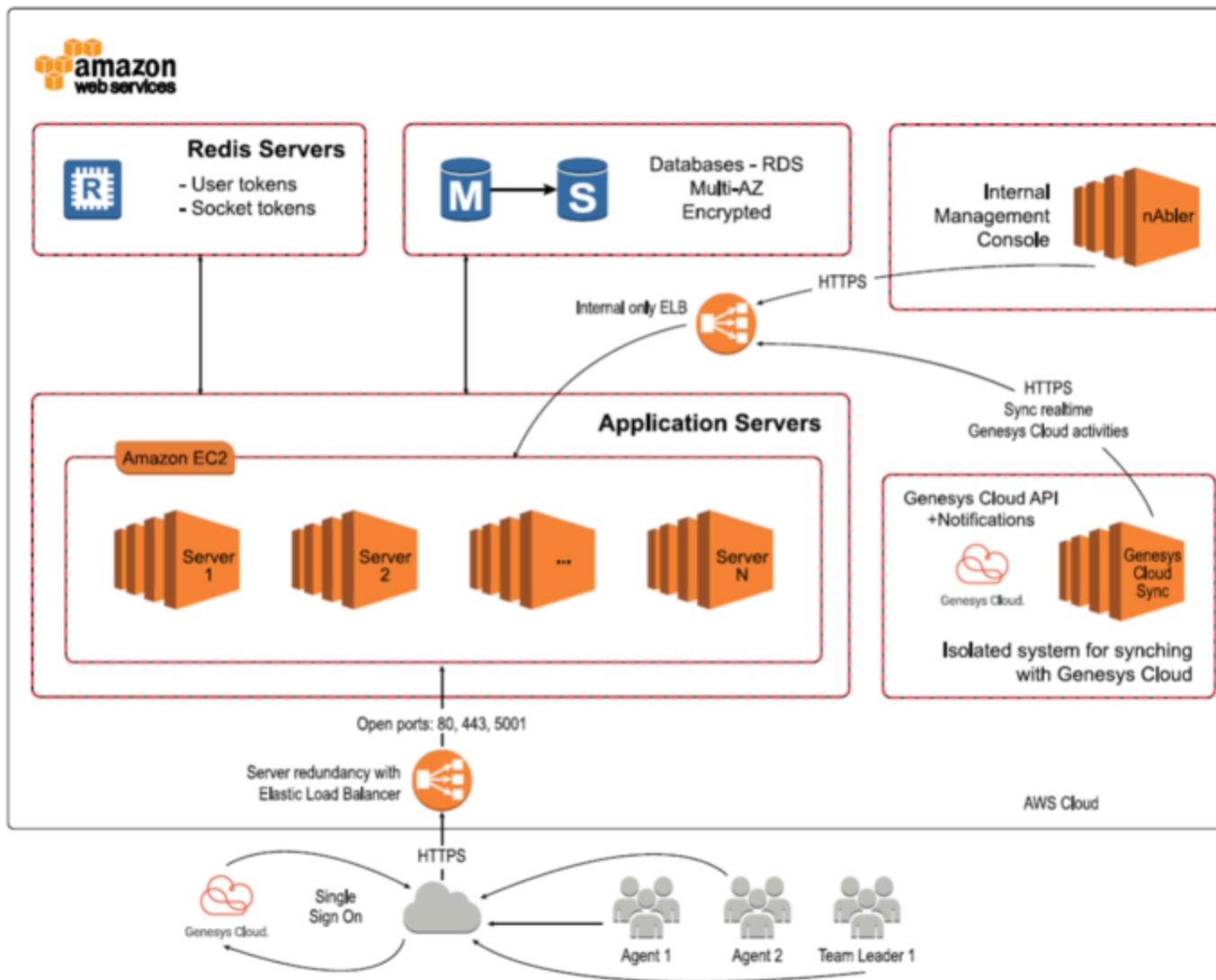
Contact centers that use nGAGEMENT as part of a broader performance management plan see real benefits in reduced operational costs, increased efficiency, and improved retention of agents.

Other benefits include:

- Lower recruiting and onboarding costs
- Improved employee engagement
- Increased productivity
- Improved employee and customer experience
- Greater employee and customer satisfaction
- Improved omnichannel customer support

Architecture

nGAGEMENT is hosted on AWS.



nGAGEMENT architecture diagram



System requirements

For information about system requirements, see nGAGEMENT system requirements.

Installation and configuration

Following is a high-level overview for installing and configuring nGAGEMENT for Genesys Cloud CX.

1. Get nGAGEMENT from the AppFoundry.
2. Run the nGAGEMENT setup wizard to create required roles and permissions; and to sync agents, departments, and groups.
3. Configure KPIs, objectives, and performance point parameters in nGAGEMENT.

For more information about installation and configuration, see the nGAGEMENT Administrator's Guide.

Permissions

All users

All users can:

- View information about themselves, their team, and their department
- Select the language for nGAGEMENT to use
- Change their own password
- Participate in contests and quizzes to which they are assigned
- Challenge colleagues to, and participate in competitions

Team leaders and managers

Team leaders and managers have agent capabilities, and can also:

- Change their agents' password
- Manage filter presets
- Manage their nSight subscription
- Send sparks and badges
- Create contests, quizzes, sparks, and badges
- Generate reports.

Administrator

The administrator has agent, team leader, and manager capabilities. The administrator can also:

- Add and modify manager and team leader accounts
- Reset or change user passwords
- Specify logon exceptions
- Manage challenge and leaderboard scopes
- Add and edit custom filter presets
- Configure metric objectives and points
- Configure the weekly nSight subscription

nGAGEMENT views within Genesys Cloud CX

nGAGEMENT displays within Genesys Cloud CX. Users can interact with Genesys Cloud CX and nGAGEMENT simultaneously. Following is an overview of each user type's view.

Agents

1. **Player profile:** Displays the agent's player profile, including top scores, rankings, and achievements.

2. **Menu bar:** Displays options for viewing and using other app features, such as:

- Performance
- Leaderboard
- Challenges
- Contests
- Quizzes
- Sparks
- Badges

3. **Summary and Feed tabs:** Summary tab displays the agent's active contests, challenges, and sparks. Feed tab displays colleague accomplishments and allows the agent to send cheers to colleagues.
4. **Engagement points progress bar:** Displays the agent's current standing and progress toward the next level.
5. **Current 7-day view:** Displays the agent's most recent daily scores, activities, and leaderboard ranking.

Team leaders and managers

The screenshot shows the PureCloudNow engagement dashboard for Kristie Ruiz. The interface is organized into several sections:

- Top Bar:** Activity, Directory, Documents, Performance, Reports, Apps (selected), Admin, search bar, notifications, and off-queue status.
- Left Sidebar:** Profile (Kristie Ruiz, Teamleader), search bar, and various icons for Activity, Directory, Documents, Performance, Reports, Apps, Admin, and more.
- Header:** Overview tab (selected), Leaderboard, Schedule, Contest, More, and notification icons.
- Overview Section:** Displays 'OVERVIEW' (Schedules and progress) for the team 'Kristie Ruiz'. It shows 'TODAY'S STATS' (9 scheduled, 858 points), 'TOP 3 AGENTS' (Sheena Hage, Conrad Walker, Holly Wells), and 'ACTIVE CONTESTS' (Annual passholder upselling, Molly Gillette, Donn Dominguez, Sherri Marshall, Constance Bunker).
- Stats Section:** Shows performance metrics: Scheduled (9), Performance points (7,719), Avg performance pts (858), Days with results (9), Challenges sent (1), Ongoing sparks (1), and Logins (3).
- Agent Details Section:** A table showing agent details for the 'ACTIVE ONLY' team. The table includes columns for Name, Scheduled, Performance points, Challenges sent, Ongoing sparks, and Logged in. Agents listed include Conrad Walker, Henry Taylor, Holly Wells, John Schrecengost, Lawrence Pinon, Robert Wilson, Shannon Bollinger, Sheena Hage, and Thomas Franklin.
- Bottom:** A footer with the PureCloudNow logo.

1. **User profile:** Displays the team leader's or manager's profile.
2. **Menu bar:** Displays options for viewing and using other app features, such as:
 - Leaderboard
 - Schedule
 - Contests
 - Quizzes
 - Sparks

- Badges
- Reporting

3. **Summary and Feed tabs:** Summary tab displays a team's active contests, challenges, and sparks. Feed tab displays agent accomplishments and allows the team leader or manager to send cheers to agents.

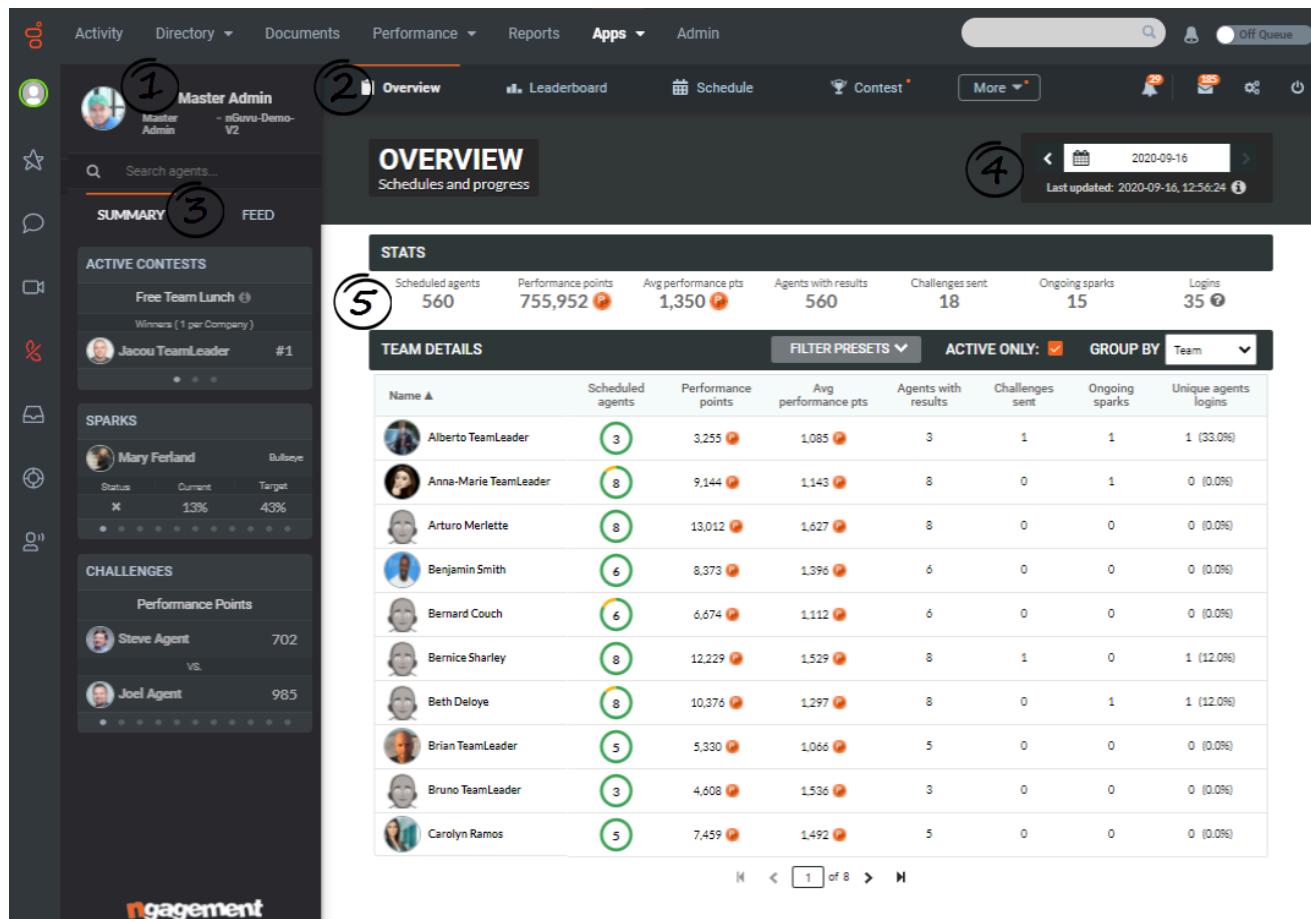
4. **Filter:** Filters the overview information based on the specified date range.

5. **Quick access toolbar:** Displays options for:

- Creating contests
- Sending sparks
- Creating quizzes
- Sending badges

6. **Summary:** Displays a summary of the current nGAGEMENT activity.

Administrator



The screenshot shows the nGAGEMENT administrator interface with several numbered callouts:

- 1** User profile: Displays the administrator's profile.
- 2** Overview: The active tab, showing the overall status of the team.
- 3** SUMMARY: A link to the summary page.
- 4** Date filter: A date range selector showing '2020-09-16' and 'Last updated: 2020-09-16, 12:56:24'.
- 5** Team details table: A table listing team members with their names, scheduled agents, performance points, and other metrics.

OVERVIEW
Schedules and progress

STATS

Scheduled agents	Performance points	Avg performance pts	Agents with results	Challenges sent	Ongoing sparks	Logins
560	755,952	1,350	560	18	15	35

TEAM DETAILS

Name	Scheduled agents	Performance points	Avg performance pts	Agents with results	Challenges sent	Ongoing sparks	Unique agents logins
Alberto TeamLeader	3	3,255	1,085	3	1	1	1 (33.0%)
Anna-Marie TeamLeader	8	9,144	1,143	8	0	1	0 (0.0%)
Arturo Merlette	8	13,012	1,627	8	0	0	0 (0.0%)
Benjamin Smith	6	8,373	1,396	6	0	0	0 (0.0%)
Bernard Couch	6	6,674	1,112	6	0	0	0 (0.0%)
Bernice Sharley	8	12,229	1,529	8	1	0	1 (12.0%)
Beth Deloye	8	10,376	1,297	8	0	1	1 (12.0%)
Brian TeamLeader	5	5,330	1,066	5	0	0	0 (0.0%)
Bruno TeamLeader	3	4,608	1,536	3	0	0	0 (0.0%)
Carolyn Ramos	5	7,459	1,492	5	0	0	0 (0.0%)

1. **User profile:** Displays the administrator's profile.

2. **Menu bar:** Displays options for viewing and using other app features, such as:

- Leaderboard
- Schedule
- Contests
- Quizzes
- Sparks
- Badges
- Reporting
- Settings (user, company, and nSight)

3. **Summary and Feed tabs:** Summary tab displays a team's active contests, challenges, and sparks. Feed tab displays agent accomplishments and allows the administrator to send cheers to agents.

4. **Filter:** Filters the overview information based on the specified date range.

5. **Summary:** Displays a summary of the current nGAGEMENT activity.

Reporting

Global Stats report

The Global Stats report shows statistics for a specific time period for a team, department, agent, or all agents that a team leader can view. It includes data such as workdays, hours worked, KPIs, challenges, sparks, and cheers. This report exports to Microsoft Excel for viewing.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	10010	10011	10012	10013	10014	10015	10016	10017	10018	10019	10020	10021	10022	10023	10024	10025	10026	10027	10028	10029	10030	10031	10032	10033	10034	10035	10036	10037	10038	10039	10040	10041	10042	10043	10044	10045	10046	10047	10048	10049	10050	10051	10052	10053	10054	10055	10056	10057	10058	10059	10060	10061	10062	10063	10064	10065	10066	10067	10068	10069	10070	10071	10072	10073	10074	10075	10076	10077	10078	10079	10080	10081	10082	10083	10084	10085	10086	10087	10088	10089	10090	10091	10092	10093	10094	10095	10096	10097	10098	10099	100100	100101	100102	100103	100104	100105	100106	100107	100108	100109	100110	100111	100112	100113	100114	100115	100116	100117	100118	100119	100120	100121	100122	100123	100124	100125	100126	100127	100128	100129	100130	100131	100132	100133	100134	100135	100136	100137	100138	100139	100140	100141	100142	100143	100144	100145	100146	100147	100148	100149	100150	100151	100152	100153	100154	100155	100156	100157	100158	100159	100160	100161	100162	100163	100164	100165	100166	100167	100168	100169	100170	100171	100172	100173	1001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Appendix A: Resources

Documentation

- nGAGEMENT Administrator's Guide
- Genesys Cloud CX Resource Center

nGAGEMENT videos

- Gamification & Employee Engagement for Contact Centers
- Installation and configuration tutorial