GENESYS™

Gamification Solution Guide

7/12/2025

Contents

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.
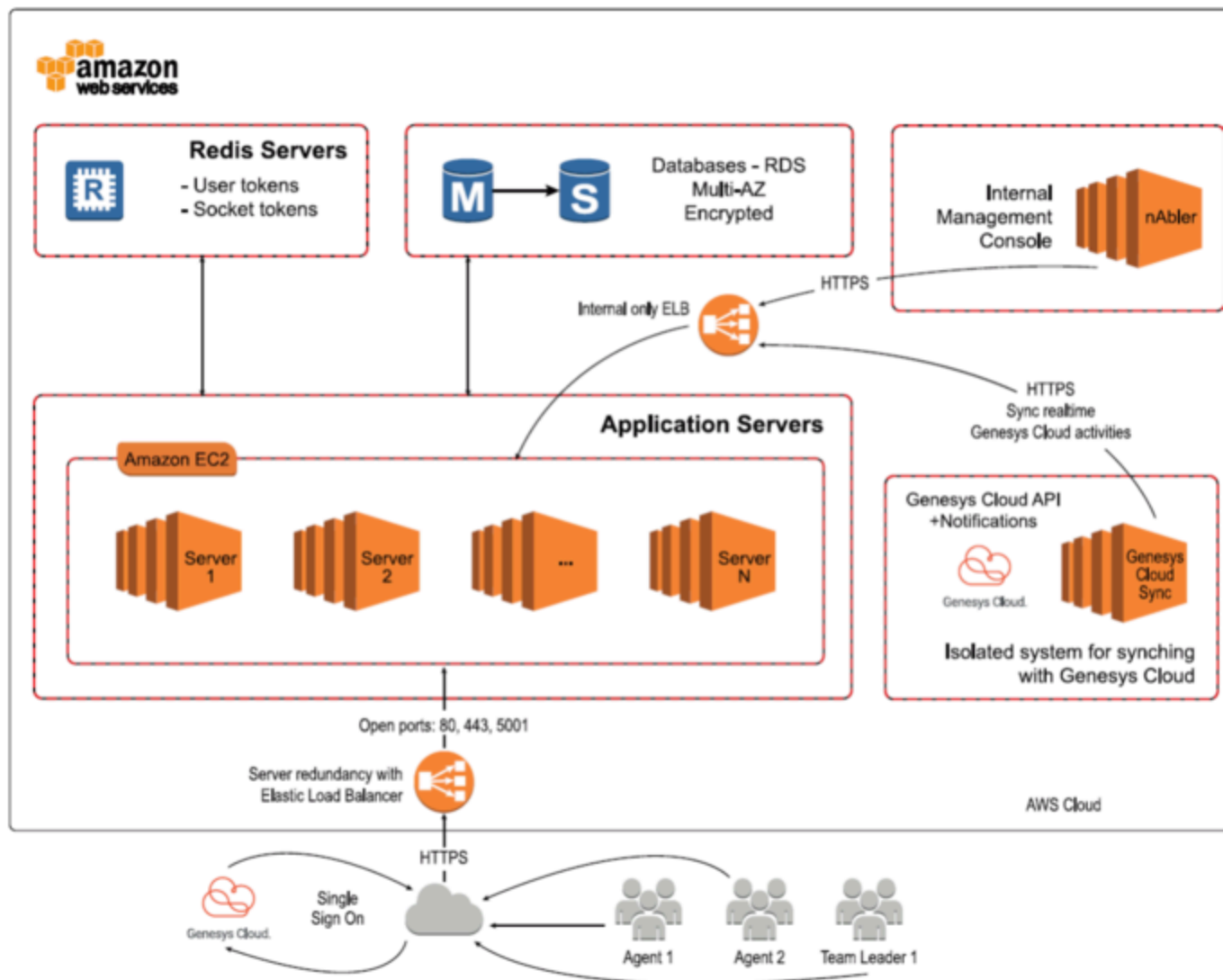
nGAGEMENT architecture diagram

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
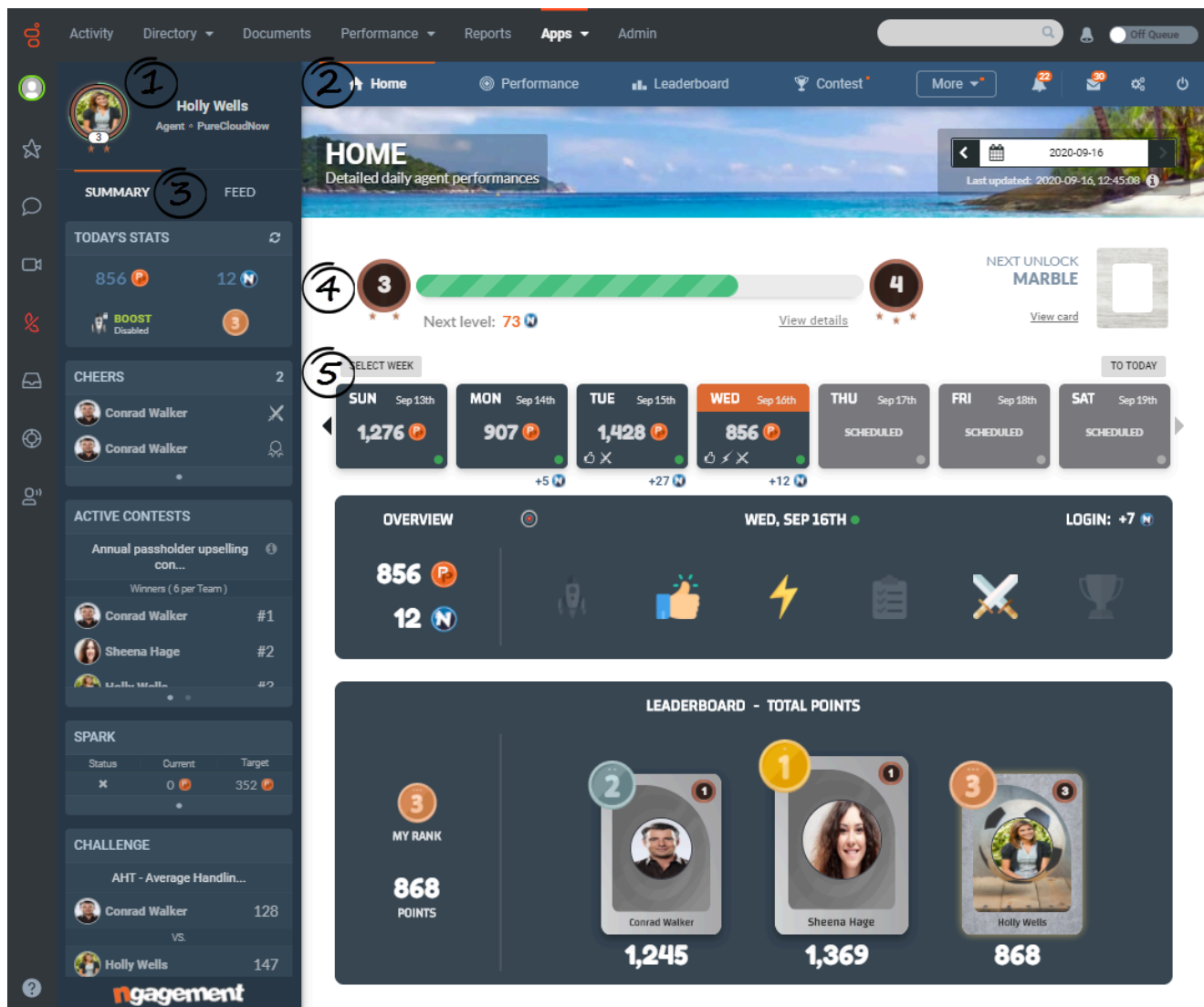
1. **Player profile:** Displays the agent's player profile, including top scores, rankings, and achievements.
2. **Menu bar:** Displays options for viewing and using other app features, such as:
   - Performance
   - Leaderboard
   - Challenges
   - Contests
   - Quizzes
   - Sparks
   - Badges

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. **nGAGEMENT 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

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

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.

	Date	Agent	Team Leader	Site	Department	# Workdays	Hours Worked	# Scheduled Events	On Target	On target ratio	Bullseye	Bullseye ratio	Time Variance	Adherence	Adhe Per W
10			RATIO							23.1%		20.4%		3.6%	
11			AVERAGE					6.00	1.39		1.22		0:19:33	10.72	
12			TOTAL			18	386:47:57	108	25		22			193	
13		Conrad Walker	Kristie Ruiz	default	Security	2	43:59:33	12	2	16.7%	2	16.7%	0:22:10	16	8.
14	2020-07-22					1	20:28:32	6	1	16.7%	1	16.7%	0:19:38	8	
15	2020-07-23					1	23:31:00	6	1	16.7%	1	16.7%	4:06:22	8	
16		Henry Taylor	Kristie Ruiz	default	Security	2	43:34:58	12	3	25.0%	3	25.0%	0:26:05	24	12
17	2020-07-22					1	20:00:48	6	2	33.3%	2	33.3%	0:06:32	16	
18	2020-07-23					1	23:34:09	6	1	16.7%	1	16.7%	5:06:33	8	
19		Holly Wells	Kristie Ruiz	default	Security	2	43:22:03	12	3	25.0%	3	25.0%	0:25:40	24	12
20	2020-07-22					1	19:57:33	6	2	33.3%	2	33.3%	0:06:16	16	
21	2020-07-23					1	23:24:29	6	1	16.7%	1	16.7%	5:01:48	8	
22		John Schrecengost	Kristie Ruiz	default	Security	2	43:41:39	12	3	25.0%	3	25.0%	0:16:52	24	12
23	2020-07-22					1	20:05:03	6	2	33.3%	2	33.3%	0:05:08	16	
24	2020-07-23					1	23:36:36	6	1	16.7%	1	16.7%	3:17:23	8	
25		Lawrence Pinon	Kristie Ruiz	default	Security	2	43:53:15	12	3	25.0%	3	25.0%	0:20:15	24	12
26	2020-07-22					1	20:14:39	6	2	33.3%	2	33.3%	0:06:27	16	
27	2020-07-23					1	23:38:35	6	1	16.7%	1	16.7%	3:56:37	8	
28		Robert Wilson	Kristie Ruiz	default	Security	2	37:37:46	12	2	16.7%	2	16.7%	0:02:22	16	8.
29	2020-07-22					1	18:30:30	6	1	16.7%	1	16.7%	0:12:48	8	
30	2020-07-23					1	19:07:15	6	1	16.7%	1	16.7%	0:15:45	8	
31		Shannon Bollinger	Kristie Ruiz	default	Security	2	43:43:29	12	3	25.0%	2	16.7%	0:23:01	22	11
32	2020-07-22					1	20:16:40	6	2	33.3%	1	16.7%	0:08:00	14	
33	2020-07-23					1	23:26:49	6	1	16.7%	1	16.7%	4:28:18	8	

Usage Stats report

The Usage Stats report shows nGAGEMENT usage statistics for each agent during a specific time period. This report displays within nGAGEMENT and exports to Microsoft Excel.

2020-07-22 TO 2020-08-20

Username	First name ▲	Last name	Days with login	Scheduled days	% logged / scheduled	Days with performance page visits	Challenges issued	Avatars modified
ConradVWalker@purecloudnow.com-now	Conrad	Walker	0	30	0.0%	0	0	0
HenryTTaylor@purecloudnow.com-now	Henry	Taylor	0	30	0.0%	0	0	0
HollyDWells@purecloudnow.com-now	Holly	Wells	17	30	56.7%	0	13	0
JohnISchrecengost@purecloudnow.com-now	John	Schrecengost	0	30	0.0%	0	0	0
LawrenceCPinon@purecloudnow.com-now	Lawrence	Pinon	0	30	0.0%	0	0	0
RobertBWilson@purecloudnow.com-now	Robert	Wilson	0	30	0.0%	0	0	0
ShannonGBollinger@purecloudnow.com-now	Shannon	Bollinger	0	30	0.0%	0	0	0
SheenaRHage@purecloudnow.com-now	Sheena	Hage	0	30	0.0%	0	0	0
ThomasAFranklin@purecloudnow.com-now	Thomas	Franklin	0	30	0.0%	0	0	0

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