HelpSquad

The Effects of Gamification

on Agent Engagement in a Contact Center

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CASE STUDY

GAMIFICATION

The effects of gamification on agent engagement in a contact center.

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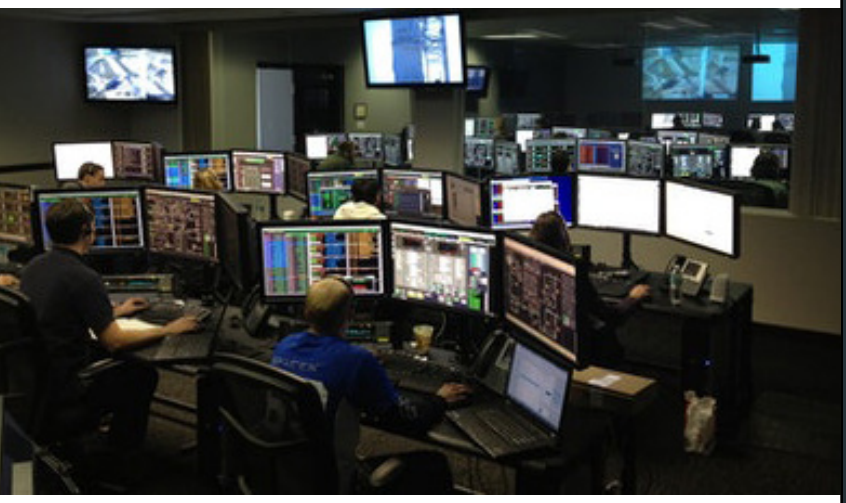
ABOUT HELPSQUAD

HelpSquad is a 24/7 contact center serving 860 businesses within the USA.

Founded in 2015, it employs 347 CSRs, and is a wholly owned subsidiary of call center software company LiveHelpNow, LLC.

From Fortune 500 companies to start-ups, HelpSquad provides an exceptional customer experience and delivers measurable value around the clock.



GAMIFICATION AS ENGAGEMENT STRATEGY

Gamification is a growing trend in employee motivation. It helps employees reach certain goals and objectives in a fun and engaging way. The employee plays a game that offers points, status, or rewards as they improve the skills, goals, or objectives the company is trying to meet.

Everyone likes games and a bit of friendly competition and the rewards that come with it. That is why HelpSquad looked for a call center gamification platform to tackle current challenges.

CONTACT CENTER CHALLENGES

HelpSquad has a long history of providing quality customer care and service.

Over time, however, agents have shown signs of burnout that result in common contact center problems.

Their engagement and efficiency decreased and became a concern.

High agent turnover, low FCRs, high call handling times, and high wait times became more consistent problems as agents lost their initial motivation.

LIVEHELPNOW CALL CENTER SOFTWARE CHALLENGE: METRICS, METHODOLOGY

LiveHelpNow Challenge metrics monitor 50 different criteria that reveal a detailed picture of the current state of the customer service provided by a contact center.

The idea behind the Challenge and its effectiveness relies on gamification psychology principle. The Challenge aims to improve performance by introducing competition between agents.

The interface allows agents to track and compare their individual performance scores with other agents and teams.

The Challenge's objective is to add an exciting element of game and competition to the sometimes monotonous job of a customer service agent

IMPLEMENTATION FOR HELPSQAUD

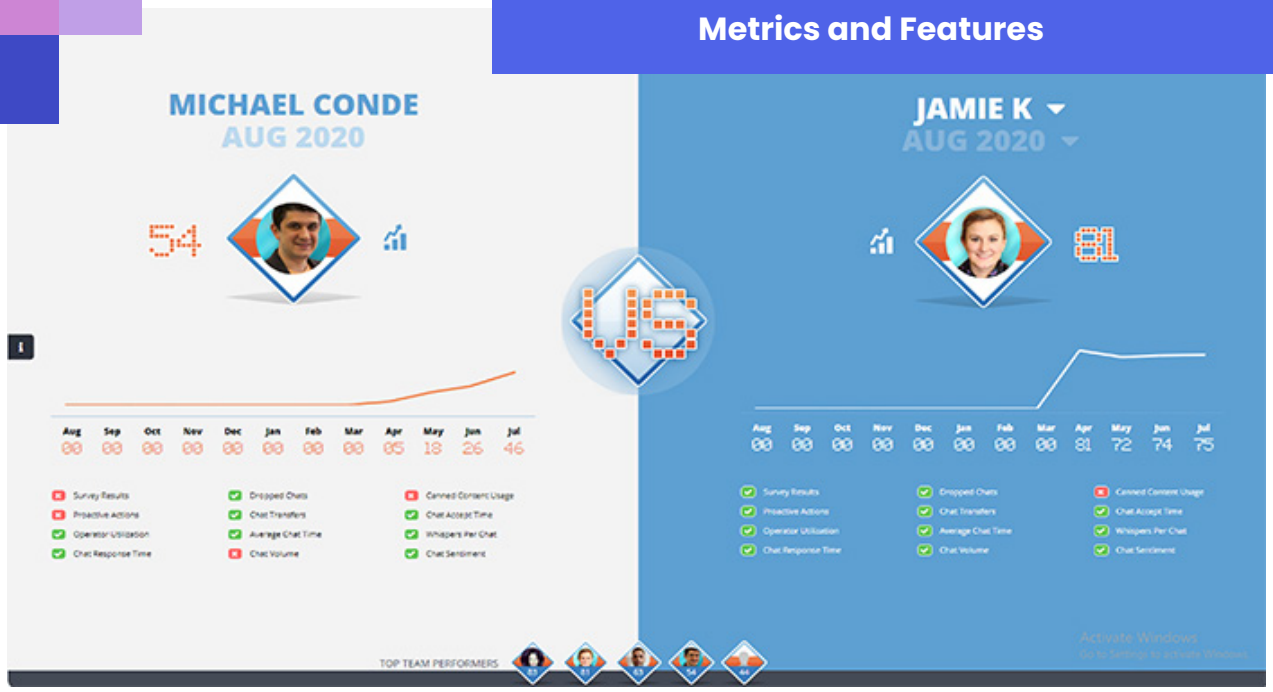
The LiveHelpNow Challenge was a natural addition to HelpSquad's processes.

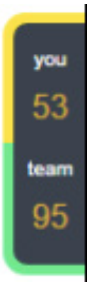
The agents already use LiveHelpNow software to serve customers and monitor all external and internal communications.

HelpSquad teams were ready to utilize the tool to bring a fun and engaging technology to their agents, managers, and coaches.

The Challenge brought in friendly competition. It measured important KPIs and showed areas in need of improvement. Three months after implementing the LiveHelpNow Challenge, the HelpSquad team noticed improvement in all KPIs.

LIVEHELPNOW CHALLENGE
Metrics and Features





The Challenge's interface is easily accessible to each CSR, coach or supervisor within the LiveHelpNow operator panel.

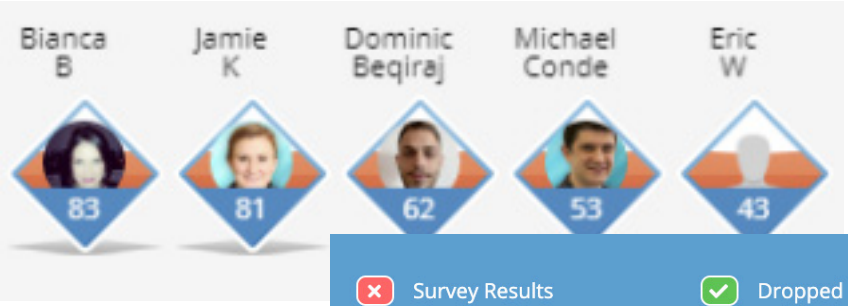
The ability to pinpoint successes and areas in need of improvement serves as an instant encouragement tool.

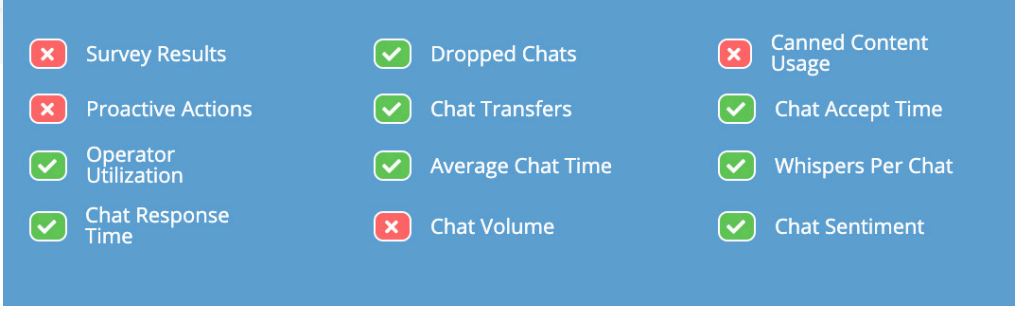
Top performers show up at the bottom of the panel, indicating highest-scoring agents.

Each agent can view and compare his or her Challenge performance scores in real time.

These can be measured against the team, another agent, or a group of agents. Performance ratings scale from 0-100.

Rewards motivate the team to compete for the top performer spot. HelpSquad used Amazon gift cards as monthly winner incentives.





LIVEHELPNOW CHALLENGE: RESULTS

In just three months HelpSquad teams saw improvement in their agent engagement.

The gamification aspect of the LiveHelpNow Challenge worked.

It took the typically boring and stressful job of a customer service representative and transformed it into an engaging, challenging and exciting position.

HELPAQUAD KPI TRENDS 3 MONTHS INTO LHN CHALLENGE

Average First Response Time	51 secs	26 secs
Average Handle Time	12 mins	8 mins
Abandon Rate	12%	3%
Customer Satisfaction Rate	60%	82%
Longest Call Hold	22 mins	14 mins
First Call Resolution	72%	89%

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