Gamification Platform
nGuvu gamification platform for call centers uses game mechanics, behavioral analytics and machine learning to drive performance

Learn More at nGUVU.com
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WHAT IS nGAGEMENT?

Focused on the contact center agent's daily tasks, nGAGEMENT offers a completely new perspective on KPI results which allows agents to engage and interact with the contact center and their colleagues in a dynamic, fun, and efficient way.

Using game mechanics, machine learning and behavioral analytics, nGAGEMENT influences desired behaviors in agents by leveraging their natural desires for competition, collaboration, achievement, status and recognition. It is an immersive experience that motivates agents to achieve objectives and to accomplish tasks that are at the core of their responsibilities.

Central to all of this is the agent and their journey. nGAGEMENT focuses on keeping the agent engaged and motivated in order to ensure that customers on the other end of the line are happy too.

– ENGAGEMENT | PERFORMANCE | RECOGNITION –

... ALL IN ONE ...

Influence Behaviour: Intrinsic Motivators

nGAGEMENT leverages people's natural desires to build intrinsic motivation and engagement by using social media concepts, game mechanics and recognition principles to create the AGENT JOURNEY.

Predict Behaviour: Machine Learning

nGAGEMENT combines -science and data- to model historical performance and behavior data points for call center optimization, such as attrition risks, absenteeism risks and optimal performance periods.

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REQUEST A DEMO
nGAGEMENT uses machine learning and behavioral analytics to target each agent at their level. The immersive experience drives continual improvement and pushes agents towards hitting KPIs, while maintaining a fun game-like environment. As engagement increases, your business will start to see:

**Higher Productivity**
Engaged agents are motivated to work harder, more efficiently, and continually to strive to improve.

**Higher Employee Satisfaction**
Engagement and empowerment makes agents feel valued and excited about their work.

**Higher Customer Satisfaction**
When agents perform at their best, customers receive the best possible experience.

**Lower Turnover**
Engaged, empowered and motivated agents are happier and less likely to start looking elsewhere.
PRODUCT OVERVIEW

HOMEPAGE:
nGAGEMENT's Homepage shows the most recent Cheers received and the Podium for the previous day's top scorers. Agents can access the Tour feature to help with navigation across the various nGAGEMENT modules, access system parameters for password changes as well as language preferences, and submit comments or questions.

*CHEERS: “Thumb's-Up” in the message center, used to recognize your colleague's achievements.

PROFILE:
The agent Profile is a summary of each agent's information available to all players. This is where agents will see their accomplishments, badges, upgrades and challenge statistics as well as their colleagues' performance and results.

* Click on a colleague's AVATAR and reach their PLAYER PROFILE!

MESSAGE CENTER:
The system-automated Message Center publishes all the agent's accomplishments in nGAGEMENT. Agents can use the Cheers feature to congratulate colleagues and to achieve peer to peer recognition.

AVATAR:
The Avatar is the agent's representation in nGAGEMENT; based on each agent's presence at work and by using nGAGEMENT they can unlock new Avatar items. At any time, agents can modify, enhance and showcase their Avatars.

LEADERBOARD:
The Leaderboard displays the ranking of all agents participating in nGAGEMENT. Rankings are shown for various metrics and for various time-periods.

PERFORMANCE:
Based on the KPI's used in nGAGEMENT, the Performance module displays an agent's key results in real time, comparing them to their objectives, as well as the entire team's. This fun and intuitive module translates the contact center's leading KPI's using Behavior triggers that make it easy for the agents to quickly track their performance. When agents surpass their all time best score, or the team's, they earn Bonus points!

CHALLENGE:
Using the Challenge, agents can invite a colleague to engage in daily contests. Based on the Performance points of a specific day and a specific KPI, the agent with the most points wins. An automated Message will broadcast the winner's accomplishment.

SPARKS:
This feature allows supervisors to send Sparks to agents. A Spark is a specific daily goal to achieve based on the agent's historical performance. Upon successful completion of the goal, agents receive a reward badge and bonus points.
Agents embrace nGAGEMENT from day one of its implementation. Our simple and easy to use interface offers an immersive experience that allows agents to auto-correct and self-manage in order to meet and surpass objectives created by themselves and by their managers. Based on our experience, we’ve noticed that customers across all industries begin noticing positive results within weeks of using nGAGEMENT and ROI within 3 to 6 months.

### Client A

<table>
<thead>
<tr>
<th>Metric</th>
<th>Before</th>
<th>After</th>
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</thead>
<tbody>
<tr>
<td>Schedule Adherence Pts</td>
<td>52.8/200</td>
<td>82.3/200</td>
</tr>
<tr>
<td>Schedule Compliance Pts</td>
<td>67.8/200</td>
<td>115.4/200</td>
</tr>
<tr>
<td>After Call Work Pts</td>
<td>61.1/250</td>
<td>145.5/250</td>
</tr>
<tr>
<td>First Touch Resolution Pts</td>
<td>31.1/125</td>
<td>46.7/125</td>
</tr>
</tbody>
</table>

**ESTIMATED ROI: +3% efficiency gains, ROI within 3 months**
- Productivity gains of +5 minutes per agent, per day
- ACW reductions allows agents to be more available to take calls
- Better FTR driving cost avoidance and repeat calls

### Client B

<table>
<thead>
<tr>
<th>Metric</th>
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<tbody>
<tr>
<td>Adherence</td>
<td>170.0/400</td>
<td>297.9/400</td>
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<tr>
<td>Compliance</td>
<td>5.4/100</td>
<td>39.5/100</td>
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<tr>
<td>Booking Rate</td>
<td>61.1/125</td>
<td>121.0/125</td>
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<tr>
<td>New File Rate</td>
<td>31.1/125</td>
<td>144.3/125</td>
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</table>

**ESTIMATED ROI: +2.5% efficiency gains and 7% revenues, ROI within 3 months**
- Productivity gains of +8 minutes per agent, per day
- Increased revenues due to improved performance on new files and booking rates

### Client C

<table>
<thead>
<tr>
<th>Metric</th>
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<tbody>
<tr>
<td>Adherence Pts</td>
<td>75.9/400</td>
<td>145.8/400</td>
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<tr>
<td>Compliance Pts</td>
<td>15.9/100</td>
<td>29.4/100</td>
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<tr>
<td>Avg. Handling Time Pts</td>
<td>25.0/100</td>
<td>36.7/100</td>
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**ESTIMATED ROI: +3% efficiency gains and 2% quality, ROI within 4 months**
- Productivity gains of +11 minutes per agent, per day
- Better AHT performance allows for more stable staffing levels and capacity as well as improved customer experience
BOOK YOUR FREE DEMO OF nGAGEMENT

Bring today's reality to your contact centre by requesting a live demonstration of nGUVU's nGAGEMENT!

Book Now