



Agents are at the Center of Customer Omni-Channel Journey

Companies that excel at customer experience have 2x times as many engaged employees as do customer experience laggards

Omni-Channel Support

Agents can interact with the same customer across 4 plus different channels within a single day



Customer journey is powered by people and technology - with contact center agents at the center of the experience.

60% of the agent workforce is considered to be disengaged at work - causing below average customer experience! Engaging employees and motivating them with gamification is the key to success.

Growth of Social Support

Customer journey is not linear anymore - phone support is losing positions to social media, apps, web chat and omni-channel, interconnected world

43%

Social media drives 43% of customer care inquiries and requests

54%

Mobile apps are responsible for 54% of customer support requests

70%

Web chat rout can be used by up to a 70% clients that require support

Source: Dimension Data 2015 Global Center Benchmarking Report



Happy Agents for Happy Customers

Gamification has a profound impact on restoring the agents engagement levels, improving customer experience, and delivering a positive impact to the omni-channel customer journey.

Improve Customer Journey & Employee Engagement By Gamifying The Work Of Contact Center Agents

75% of online consumers move to another channel when online customer service fails, incurring extra costs.
 Source | Forrester

66% of global customers expect a social media response within a 24 hours time frame
 Source | Microsoft, 2015 Global Customer Service Report

nGUVU + Genesys PureCloud

Contact center agents, customer journey mapping, employee engagement, omni-channel customer support, and gamification need to be aligned together and work in tandem.

nGUVU is the perfect addition to the Genesys PureCloud omni-channel platform. Add gamification, employee engagement and performance analytics to your PureCloud.

[Learn More](#)



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Non-Linear Journey

Aligning gamification, agents, and customer journey is the key to success

Omni-Channel & Gamification

Enable gamification and align it with your customer journey by activating nGUVU on the Genesys Pure Cloud

[Learn More Here](#)



Align Journey & Gamification

Engaging with a customer at a different stage of journey and complexity should be rewarded accordingly

Happy Agents At The Center

Workforce at successful companies is 2x times more engaged when compared to average performers



How To Activate Gamification

Want To Discover How Leading Companies Are Leveraging Gamification Technology To Better Agent Performance & Improve Omni-Channel Support?

[Contact Us](#)

