



# RESEARCH UPDATE

## Verint Jumps into the Gamification Game

### Summary

On April 20, 2015, Verint® Systems, Inc. of Melville, NY, introduced gamification to its customer engagement optimization portfolio. Verint Gamification™ is designed to improve agent performance in order to meet corporate objectives and optimize sales and customer service. It is an integral part of Verint's Customer Engagement Optimization strategy and is embedded within the platform.

Gamification mechanics are designed to drive employee engagement, measure and encourage achievements, inspire collaboration, and motivate work teams. Verint's approach to gamification provides users with rich game narratives that transcend typical game mechanics in order to encourage users to solve problems in a fun and productive way.

In order to provide its new gamification solution, Verint has embedded technology from GameEffective into the Verint portfolio. This technology enables the use of narratives that put the employee in the game as a central character rather than simply a name on a leader board. Game rules and elements are matched to enterprise performance objectives, providing the employee with an opportunity to improve both personal and enterprise performance.

Verint Gamification can be delivered as a cloud-based solution or a premises-based solution and is immediately available.

## The View from The Saddle

Loosely defined, gamification has been an important aspect of business in many industries for decades. For example, airline frequent flyer programs and hotel frequent stay programs can be considered gamification because they recognize and reward people associated with the business. Gamification in the contact center, however, has only recently shifted from a “nice-to-have” to a “must-have” as generational issues take effect along with the influence of voice-of-the-employee programs and a general industry desire to find solutions to the problem of personnel turnover.

While most contact center gamification solutions offer agents recognition and reward, most lack imagination, personalization and the type of diversity of play that it will take to capture and hold the interest of the next generation of contact center workers. As the millennial generation workers begin to comprise a greater percentage of the contact center workforce, joining previous generations of workers who also enjoy the challenge of gaming, management will be challenged to find ways to keep these workers engaged while improving performance and optimizing the customer experience. Verint Gamification has been designed to meet this challenge.

Verint Gamification offers game narratives that make the agent a participant in the game beyond rankings and standings. Employees are personally invested in game outcomes whether they are competitively driven or just playing for the fun of it. Games are customized based upon corporate culture, geography, and other relative factors. One global Verint customer offers multiple narratives appropriate for each of their contact centers worldwide. The contact center game for agents in India is cricket. In the Philippines it is soccer. In the U.S. it is football. Whatever the case may be, Verint Gamification narratives can be based upon specific organizational needs and circumstances.

The dynamics of Verint Gamification can also be easily changed in order to fit circumstances. For example, if there are times of day when employees are known to slow down in terms of productivity – perhaps before lunch break or toward the end of a shift – Verint Gamification rules will automatically pick up the pace of the game so “players” can maintain their pace of work in order to maintain their participation and standing in the game.

Unlike many other gamification solutions in the market, Verint Gamification does not require extensive programming or consulting in order to implement. It is a complete solution rather than a toolkit and it is customizable to the point that it offers the flexibility needed to keep pace with the organizational changes that happen over time.

The millennial worker, also known as the Gen Y worker, brings to the workforce different expectations relative to how they engage with their employer. Tech savvy, comfortable working in teams, and with an expectation of immediate feedback on his or her performance, the millennial worker is forcing the adoption of solutions such as gamification in the workplace. Given its attributes combined with rapidly changing work environment, Saddletree Research believes that Verint Gamification will find immediate success not only in the contact center, but in many other facets of the enterprise such as the back office and the branch office.

With the introduction of Verint Gamification, Verint has taken a good idea and made it better. With a sharp focus on the needs of the next generation of workers, Verint has found yet another way to improve individual and contact center performance. Gamification represents an excellent complement to Verint's innovative Customer Engagement Optimization Platform.

