

# Five9 Gamification

With Five9 Gamification, it is easier than ever for contact centers to reinforce learning and motivate agent performance.

## Use Gamification To Optimize Contact Center Operations

You need good data to make good decisions but some people need a little more to challenge them to change their behavior. Five9 Gamification provides a variety of reward systems to motivate agent behavior.

It creates an environment for agents to see the big picture and shake off moment by moment setbacks to achieve something greater.

Agents can compete in a variety of ways to win both virtual and real-life prizes. Rewards include virtual coins and gems, experience points, and badges. Agents get an avatar which can be customized and added to with virtual purchases.

## Games And Challenges

Supervisors and administrators can build and simulate games and challenges, and you can even let agents do this if you want. Games are typically longer term while challenges can be used to boost performance during critical periods or let agents initiate their own motivating competitions. In a sales environment for example, supervisors or admins can setup individual or team goals. Agents can wager coins to compete with other agents.

## Marketplace

Agents can spend coins at the Marketplace. The Marketplace can offer goods, event tickets, gift cards, company swag or other items. This is a great way to make the extra effort agents exhibit in a game turn into tangible benefits.

## Full Integration with Performance Dashboard

Gamification is fully integrated with Five9 Performance Dashboard allowing agents to access their daily performance metrics and easily engage in games and challenges.

## How It Works

Permissions control gamification and can be shared with a limited or wider set of employees who can create games and issue challenges within your organization. The rules engine allows contact center employees with appropriate permissions to setup games and challenges, who is eligible, the timeline, the contest rules, and the payout. Eligible employees can be defined by company, group, media type, role, and many other methods. Timelines can include one-time games or games that repeat on a daily, weekly, or monthly basis.

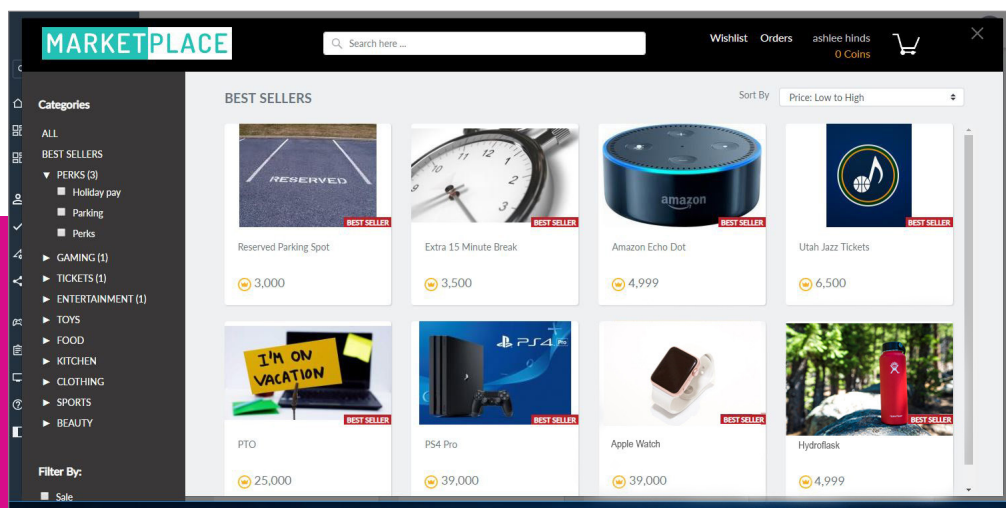


## Features

- Build games and challenges, or let agents create competitions
- Simulate games before deploying them
- Automated payouts and rewards
- Avatars that can be customized using rewards
- Flexible reward types including coins, gems, badges, and experience points
- Permission-based control over who can issue challenges and set up games
- An online marketplace for purchasing real-life merchandise with rewards
- "Wall of fame" for display on wallboards

## Benefits

- Instill a culture of high performance and transparency
- Increase agent engagement and reduce turnover
- Reduce supervisory workload
- Create a social working environment
- Reinforce agent training
- Improve productivity
- Build team comradery



**Figure 1:**

The Marketplace gives agents an online store where they can use rewards for real-life merchandise ranging from company swag to gift cards. The contents of the marketplace are up to you.

**"We really like the robust reporting options of Five9. We also love the local touch ability that helps our answer rates...After more than 4 years, it's rare when Five9 is not able to do something we need."**

**Corbin McCabe** Account Services Manager  
Smart Rhino Labs - Trucking

In the metrics setup, employees have a number of ways to measure success including tiers and ranges as well as simple counting. Multiple metrics and qualifiers are supported. For example, if you want to measure both cases closed and sales closed for the same game you could. Qualifiers allow you to specify minimum levels of metrics like service level or occupancy to qualify for the win.

Payout is flexible and can be paid based on rank, a ratio of the final score, and other methods so you can choose the version that works best for the specific behavior you want to incent.

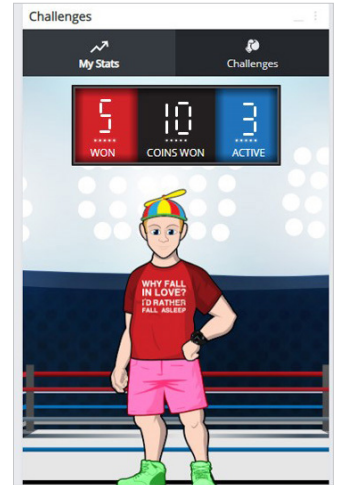
Finally you can simulate games with past data to check likely results before rolling it out to your team.

### Increase Efficiency and Performance

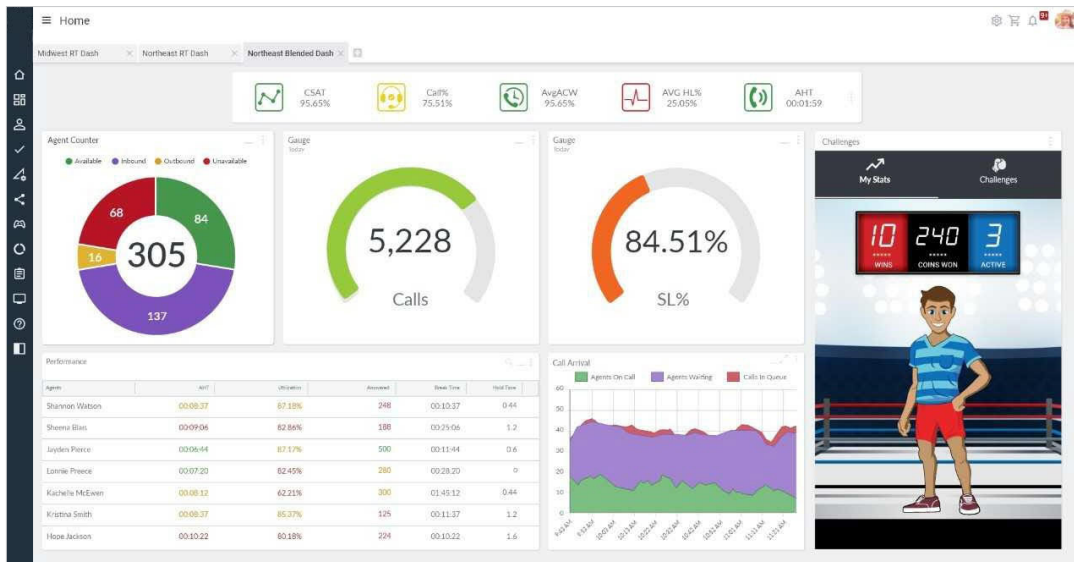
Incent agents with virtual coins and gems, badges, or experience points to keep them engaged and focused on the customer. Enable agents and supervisors to set challenges and wager virtual money with coworkers at an individual or group level. With the Gamification feature enterprises can keep agents on their toes without overwhelming them – tracking real-time performance and making adjustments to workload on the fly.

### Learn More

To get started, visit [www.five9.com](http://www.five9.com) or call **1-800-553-8159**.



**Figure 2:** Avatars give agents a fun way to express themselves and compete with other agents based on job performance.



**Figure 3:** Five9 Gamification is fully integrated with Five9 Performance Dashboard. Agents can see their game performance with their other performance metrics.



4000 Executive Parkway, Suite 400  
San Ramon, CA 94583  
925.201.2000

[www.five9.com](http://www.five9.com)

### About Five9

Five9 is the leading provider of cloud contact center solutions, bringing the power of the cloud to more than 2,000 customers worldwide and facilitating more than five billion call minutes annually. Five9 helps contact centers increase productivity, boost revenue, and create customer loyalty and trust.

For more information visit [www.five9.com](http://www.five9.com) or call **1-800-553-8159**.

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