

## Customer Experience

Seibel  
Insurance

Five9  
Performance Dashboard



### CLIENT



Seibel Insurance has been in business for 150 years. They focus on offering high quality and personally tailored insurance packages to the local community they serve. They provide life, home, car, and business insurance. Their contact center is their front-line for customer concerns and prospective client questions.

### CHALLENGE



Seibel's contact center was struggling with low agent engagement resulting in decreased productivity across the board. They did not have an effective way to keep their agents motivated week-after-week. They needed a solution that would keep their agents engaged and on track to meet KPIs and objectives.

### SOLUTION



They implemented gamification through Five9 Performance Dashboard. The solution makes it possible to build and simulate games and challenges. It allows agents to win both virtual and real-life prizes. Measuring systems include virtual coins, experience points, and badges. Agents can customize avatars and spend coins at a Marketplace.

### RESULTS



Seibels likes how user friendly the gamification is. The agents are excited about the modern gamification platform. Morale has been boosted in the contact center with the "Wall of Fame" feature as a non-monetary award for agent accomplishments. **Since implementing gamification, agent engagement at Seibels has increased by 50%.**