

## CASE STUDY



### Customer

Appriss is a data analytics company that uses its platform to solve complex business and societal issues.

### Industry

Background Screening

### Website

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

### Challenges

- Manual and delayed reporting
- Delayed coaching sessions
- Frustrated and disengaged employees

### Solution

The integration of ClearView Performance Management and Gamification.

## Appriss Seeks to Serve High-Stake Customers More Efficiently

Appriss serves thousands of corporations and millions of people every day with the belief that technology can do a lot of good in society. The company tackles some of the most complex problems through its Insights, Health and Retail solutions.

Approximately 55 Customer First Center (CFC) agents handle around 33,000 calls monthly, 365 days a year – 24/7. They assist callers with a variety of inquiries including registering victims so they can receive status updates for an offender, providing doctors updates on a patient's status before they write a prescription and preventing fraudulent retail activities.

Appriss handles calls that have long-lasting repercussions on peoples' lives and livelihoods. In the past, they relied on manual spreadsheets updated by workforce managers once a week. Agents would not gain access to that data until the following week in their one-on-ones.

The agents at Appriss value serving people, but couldn't serve best because they couldn't access important data in real-time. This caused tenured and high-performing employees to get frustrated and disengage.

Appriss also was dealing with incorrect data as well as spreadsheets and one-on-one notes not loading due to the massive amount of metrics in files. This was frustrating for supervisors trying to coach their staff and agents trying to learn and grow.

## Visualizing Data in Real-Time

The solution to those challenges started with the integration of ClearView. ClearView allows everyone from agent to executive to view real-time metrics on intuitive dashboards. There is no longer a need for employees to guess what their scorecard looks like or wait for data the following week.

"ClearView has really supported our culture by allowing our agents to become the true owners of their performance," said Appriss supervisor Allie Beaven.

As the Appriss CFC continues to introduce new metrics, their current method of measurement is easily updated. "We can create interval modules to create very detailed data depending on the metrics we want to see," said Allie. Being able to see updated scorecard data in real-time on one central location has made the entire CFC more efficient and productive.

## Creating an Automated Rewards & Recognition Program

With the introduction of ClearView came the exciting world of gamification. “It has really been the driving force that the CFC has needed to begin building engagement along with a true rewards and recognition program,” said Allie. Gamification has enabled the Appriss CFC to create awareness around KPIs by consistently recognizing and rewarding agents for achieving them.

Appriss promotes team recognition and motivation by displaying ClearView wallboards on giant TVs throughout the CFC that cycle through different metrics. Team members know their rankings and how they’re performing. “We’ve really changed them from just performing to high performing,” said Allie.

Employee engagement is at an all-time high because team members actively view their progress on ClearView dashboards and wallboards. Recognition is consistent with automated coins, badges, rewards and leaderboards. Allie said, “Most importantly, we can also send out feedback on our agents’ accomplishments and reward them for the good job that they are doing now instead of having to wait.”

## Automating Challenges and Marketplace Management

“The gamification rules engine is really easy to set up,” said Allie. You can offer rewards based on your employees wants/needs. Allie will oftentimes create a qualifier around games, which means agents have to reach a certain objective to play the game. This really helps agents exceed expectations, and if they have trouble qualifying then Allie knows they might need one-on-one attention. Appriss often has ongoing games around productivity, 100% QA score and exceeding expectations.

“The coins that team members earn are a driver for our marketplace,” said Allie. Agents use virtual coins earned in games to purchase real merchandise and rewards.

“The marketplace is robust and developed,” said Allie. Agents are able to look at previous orders, coin balance and create a wish list. “All of these additional features come from the hard work that ClearView is putting into this tool. We’ve put in requests for certain things and have seen them implemented in some of the updates. The rules engine and marketplace management have been a tremendous success for improving culture.”

## Generating Exciting Results

The results speak for themselves. “This time last year we had 30% of our staff achieving at least a 4.5 out of 5 on a scorecard. Currently with gamification and our work from home incentive, we have 60% of our employees reaching this achievement.”

One Appriss agent said, “I love the way we celebrate excellence, it’s basically a non-stop party for us!” and “Our recognition program started with Tupperware box of candy and Dollar Store toys. Now we have a vibrant website with great Appriss gear and fun products that I can spend my coins on.”

According to another agent “Gamification and Marketplace help our new hires join in on the friendly and fun challenges with meaningful rewards. And often, they reach top performance.”

Allie exclaimed, “Our employees are engaged and want to utilize the tool and buy the items. We feel like the experience with ClearView has led to high employee engagement, low attrition and high performance!”

