

# CLEARVIEW

# VS.

# CENTRICAL

*This information is based on our best knowledge. Information has been gathered through our research and is subject to change.*

## AT A GLANCE

# CLEARVIEW

# CENTRICAL



Customizable Dashboards



Real-Time Feedback



Advanced Gamification



Leaderboards and Badges for Gamification



Coaching



Customizable Wallboards



AI Learning Tools



Five9 Standard Integration



Customizable Agent Profile Avatars



Remote Workforce Friendly



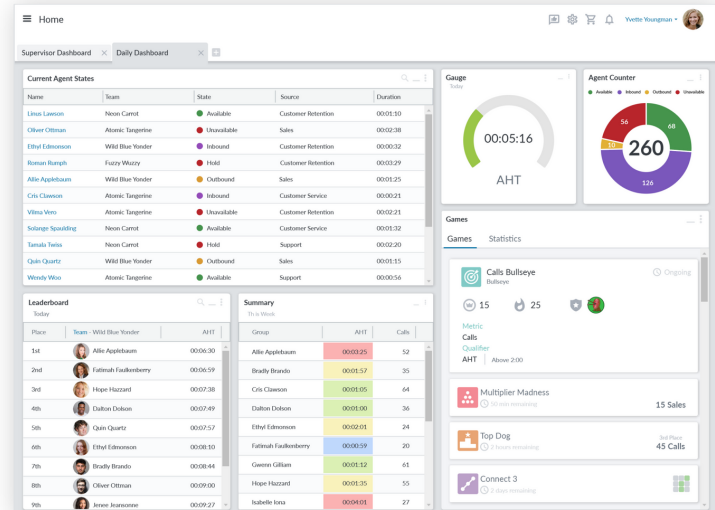
Chat Feature



# AGENT VISIBILITY

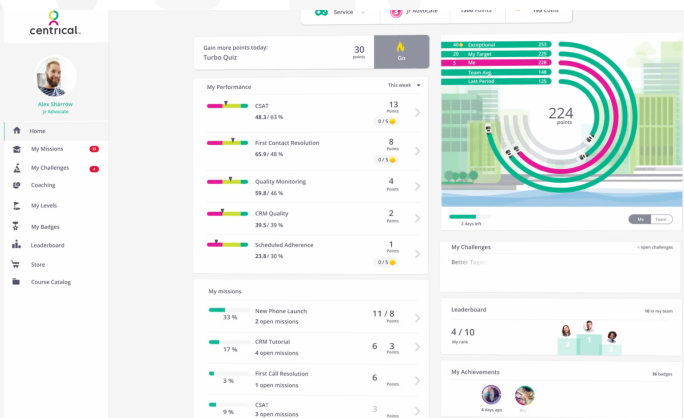
## CLEARVIEW:

- Customizable dashboards for agents and executives alike
- Communicate expectations with performance objectives
- Easy to build and design Wallboards
- Real-time and historical scorecards
- Track gamification progress and awards
- Cloud based, remote workforce friendly



## CENTRICAL:

- Track individual and team performance
- Receive recognition from managers and teammates
- Mobile accessible
- In-company TV win announcements



The benefits experienced with ClearView Dashboards include top to bottom customization options. Agents and managers alike can design their dashboards by dragging and dropping modules to allow their dashboard to be as personalized as they desire while still displaying important KPI's that will assist them in reaching their goals. Each user also receives consistent real-time data compared against historical data along with a ranking system.

Central agent dashboards allow employees to see their progress and keep track of their goals as well. The customizations for Central have been reported as limited and although advertised as real-time feedback, Central does not deliver on high speed reporting according to many customers.

# AGENT ENGAGEMENT

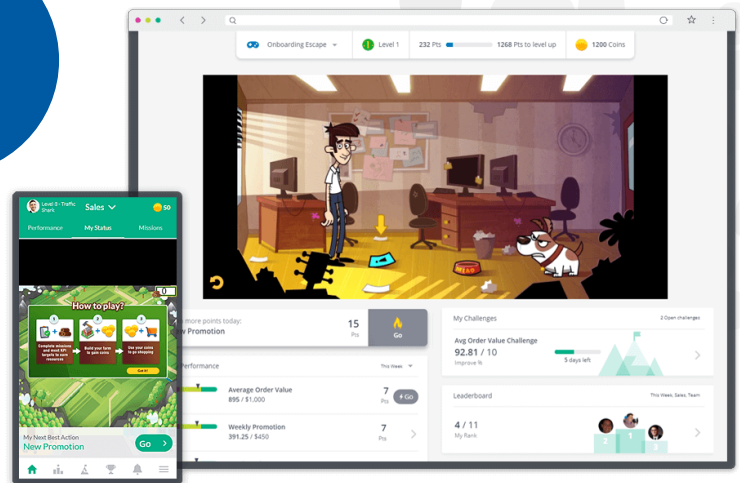
## CLEARVIEW:



- *Data driven rewards system*
- *Dynamic game structures for all KPI's and personalities*
- *Customizable agent avatars*
- *Online marketplace of prizes*
- *Redeemable coins, collectable badges and level-up's*
- *Leaderboards publicize success & KPI recognition*
- *Work Aids and Quizzes*

## CENTRICAL:

- *Progressing game narratives*
- *Data driven rewards system*
- *Redeemable coins, collectable badges & level up's*
- *Alternating challenges, social feeds, TV bulletins, raffles and mini-games*
- *Work Aids and Quizzes*



Everyone is motivated in different ways and gamification is a great motivational tool! However, in order to justify the investment in a gamification tool/software, gamification results must be conducive to improving business objectives across the board.

Born from a gaming platform, Central's gamification games and graphics are impressive, but there appears to be a lag in refresh rates and they don't have intuitive reporting; Their strength is not in reporting. This makes it difficult to see if gamification is improving the state of the business rather than just a gimmick. In contrast, ClearView offers the excitement of gamification, challenges, etc. with superior reporting giving true insight as to how game results improves business goals.

# AGENT DEVELOPMENT

## CLEARVIEW vs. CENTRICAL

- System suggested coaching sessions based on performance
- Track performance improvements based on coaching
- Digital record of all performance plans
- Empower coaches to tailor developments plans

- Automated updates
- Reporting templates
- Data Import & Export Tools
- User, Role, and Access Management

The screenshot shows a coaching session for Amy Archer titled "Demonstrating Ownership". The interface includes a sidebar with navigation options like Form, KPI, Notes, QA Form, Recordings, and Tasks. The main content area is divided into several sections:

- Form:** A "Coaching Performance Review" form with a score of 88.46%. It contains "Opening Questions" such as "Did the Professional increase Demonstrating Ownership by 3" (answered "Yes") and "Did the agent properly introduce themselves?".
- KPI's:** A table showing performance metrics for the period 8/20/2022 - 8/26/2022. The table has columns for KPI, current value, and goal.
- Notes:** A text area containing the note: "Amy has improved substantially in terms of displaying ownership on calls. It has helped tremendously in receiving higher CSAT scores and client retention %."
- Tasks:** A list of tasks with checkboxes, including "Complete Training #2", "Score 100% on Knowledge Test #2", and "Check in with Supervisor before EOB Wednesday".

At the bottom of the interface, there are buttons for "Save" and "End Session".

KPI	8/20/2022 - 8/26/2022	Goal
Avg Handle Time	00:02:26	00:03:00
Demonstrate Owners...	4.98	N/A
Hold Time %	28.28%	N/A

Proper data analytics and ease of reporting on data will make the ultimate difference in management decisions and day to day operations. All the product details centered around agent engagement become less effective if data reporting isn't accurate and your system is without the technology to gather necessary details.

Central's reporting capabilities do not seem to be intuitive or easy-to-use according to customer reviews. Administrative functions are not user-friendly and updates take a long time. Filtering or changing the filtering process is slow and the system often needs a total refresh.

ClearView allows you to integrate data from whatever systems you choose, and turns that data into custom reports that are easy to read. With call recordings you can instantly playback calls for quick reviews. Call audits allow you to monitor call quality and adherence to standards. The employee development properties of ClearView have proven themselves time and again when in the face of opposing systems.

Agent development is an obvious need for the growth of a contact center. ClearView offers agent to leader coaching sessions, while Central offers videos and Powerpoints. Clearview coaching can suggest training sessions based on agent KPI performance. Although Central offers AI, and it seems impressive on paper, feedback has been such that customers question the usefulness of what the system is suggesting for them. An agent development tool should suggest ways to assist agents before they quit rather than alerting you of an agent's level of satisfaction and likelihood of quitting and that's what you get with ClearView.

# PRODUCT PRICING

**CLEARVIEW:**

**\$30**

**ClearView pricing begins at \$30 per agent per month.**

There are additional charges for Gamification and Coaching.

**Central starts their prices at \$35 USD per user per month.**

It is unknown if this includes the price of gamification. Central is marked at 34% more expensive than the average mid-market gamification product

**Central:**

**\$35**

# CONCLUSION

The excitement experienced with fancy graphics and beautiful colors can fade quickly when easy aggregation, fast updates and user friendliness are lacking. Agent engagement can only take you so far if you are unable to discern how the investment is improving agent performance. With ClearView you can enjoy the benefits of both.

Central has focused on the user experience for their customers. The product however lacks the high speed analytics capabilities that are necessary for the contact center environment. With a background in gaming, the product is beautiful at face value, but according to customers, doesn't pack the punch in fast real-time data feedback. A major benefit of gamification is that agents can become more self-motivated which in turn assists management by giving them time to evaluate and train staff to improve on their stats. Without easy reporting, the benefits accompanied with gamification become less flashy and introduce a different set of complications.

In contrast, ClearView not only has the high speed data analytics capabilities, but was one of the leaders in developing the analytics software as a contact center solution. With ClearView you can experience both the benefits of agent engagement and data analytics with PM and Gamification.