

Gamification from Vonage Contact Center for Salesforce

Make Success a Habit

You invested time and energy into a CRM system to drive sales and marketing or revolutionize service. Are you getting the most from your investment?

Salesforce® is a powerful tool. It has the potential to improve win rates, management visibility, and data quality – but to really get the most out of it, you need to know that your teams are undertaking the right activities. Whether you are focused on increasing market share, lead generation or winning new business, incentivizing the team will only take you so far – the lasting impact comes from a change in behavior and a desire to succeed.

If your emphasis is on ensuring efficiency and productivity while providing excellent customer service, you need to find a way to drive activity while simultaneously developing service quality that's personal and timely.

What's Gamification?

Gamification is the process of creating rewarding and engaging activities out of everyday tasks that will encourage your team to develop a habit of best practice processes – and achieve success as a result.

With the power of gamification added to the Vonage platform and integrated into Salesforce®, your team will find new reasons to improve their technique, increase their focus on targets, manage their time more efficiently and be able to push themselves; a change in behavior which you can show is responsible for your resulting success.

Vonage Contact Center for Salesforce makes it easier for your reps to use Salesforce® properly, and gamification makes them want to.

Inspire

- Use interactive, real-time leaderboards to drive interest and competition in everyday activities
- Display and data held within Salesforce in any of 10 pre-built backgrounds
- Broadcast the latest updates with "breaking news" alerts, and create engagement with cheers, comments, and comparisons.

By recognizing the potential benefits of gamification, companies can apply feedback, measurement, and incentives – the same techniques that game designers use to keep players interested – to achieve the needed engagement for the transformation of business operations.

Achieve

- Includes all leaderboards and competitions
- Drive great achievement through encouraging the right activities with better communication
- Enable swift adoption and encourage the right CRM behaviors by awarding points. Propel users towards higher levels, unlock badges to collect a trophy cabinet along the way, and foster a complete and long-lasting change in culture
- Refresh every quarter to maintain engagement

The Challenge

Sometimes users can't immediately see why using a CRM tool is essential for driving their own performance and success, and not just a management reporting tool.

This means that they aren't using Salesforce® to its full potential, and the business doesn't see the improvements expected. As a result, it is accepted that the improvements won't happen, or the project is abandoned altogether.

When you use gamification to incentivize and reward the way in which your reps and agents use CRM, you will start to see huge improvements in user adoption and boost the return on your investment.

Use of gamification will drive an increase in engagement and behavioral change, which in turn creates a measurable improvement in business efficiency, especially through improved user CRM adoption.

Gamification from Vonage Contact Center for Salesforce is available in two tiers so you can start with Inspire to introduce gamification concepts to your team slowly, or if you'd like to shake things up a bit then jump straight to Achieve!

Gamification techniques can be used to address pervasive organizational challenges, such as creating engagement, providing more transparency into work activities and connecting employees' actions to business outcomes.

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Contact Us

Vonage Contact Center for Salesforce powers customer engagement that transforms businesses globally. The award-winning cloud customer contact platform revolutionizes the way organizations connect with their customers worldwide, enabling them to sell more, serve better and grow faster.

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