

# Concentrix Gamification

## A Game Changer in the Business Process Management Industry

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In *Reality Is Broken: Why Games Make Us Better and How They Can Change the World*, American game designer and author Jane McGonigal explains why computer gaming has become strongly prevalent globally: “The truth is, in today’s society, computer and video games are fulfilling *genuine human needs* that the real world is currently unable to satisfy. Games are providing rewards that reality is not. They are teaching and inspiring and engaging us in ways that reality is not. They are bringing us together in ways that reality is not.”

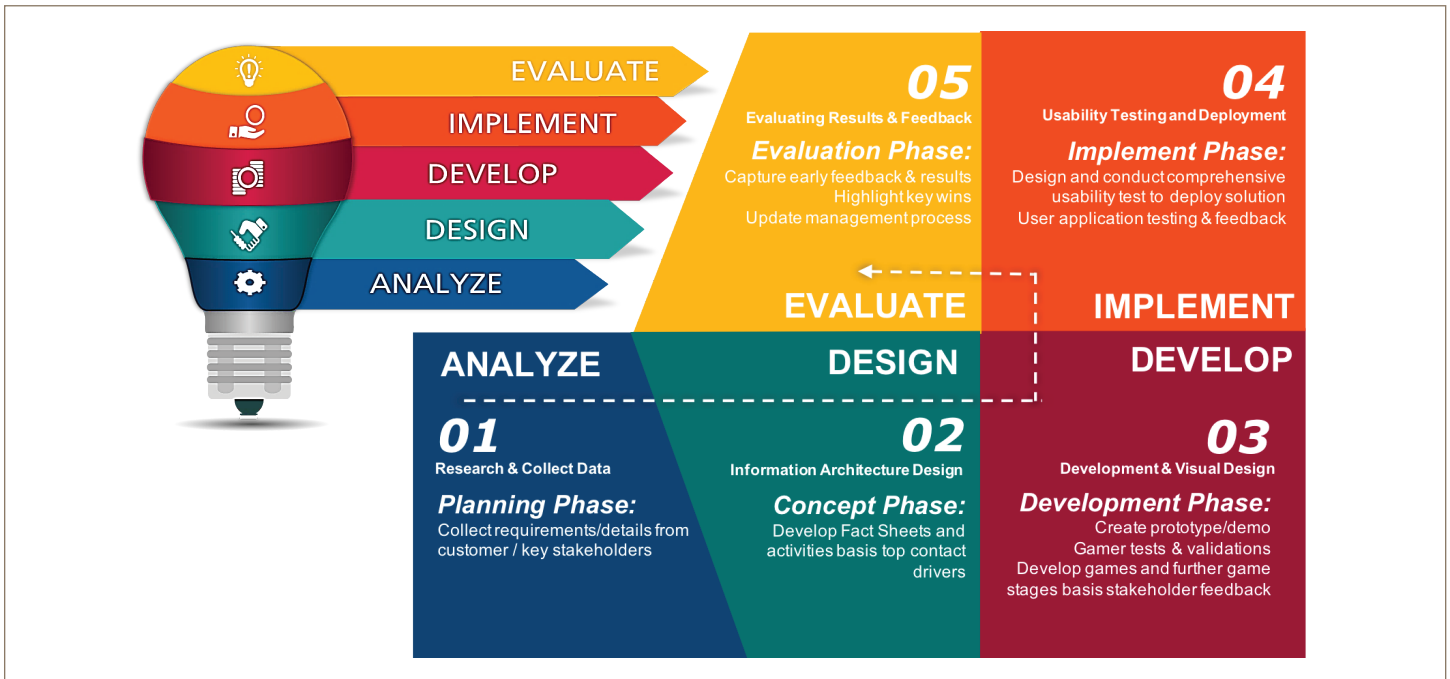
Gamification today has provided highly effective results compared with costly conventional marketing campaigns or brick-and-mortar projects. In business process management, the most adapted gamification processes concern employee and customer engagement. For employee engagement, gamification can increase participation, modify behavior, and develop a motivated workforce. For customer engagement, it provides the capability to draw customers into activities, increases loyalty, and encourages behavior that creates a more active customer-company relationship.

The moot question is: What goes into the creation and development of a successful gamification program, especially in the business process management industry?

### Concentrix Gamification: The Next-Level Learning Solution and Industry Differentiator

Concentrix’ gamification was conceived to fulfill the need to upskill new hires to high competency levels and achieve performance targets quickly. The focus was on building custom learning games (new hire curriculum)





## ■ Concentrix Approach to Gamify

that can create a simulated learning environment to enhance skills significantly. A detailed analysis led to the development of a powerful customized learning solution to transform training classrooms to game rooms. A five-phase approach — Analyze, Design, Develop, Implement, and Evaluate — was adopted to develop the concept.

Concentrix' gamification model is redefining the buzzword "gamification" enabled by its applicability in Big Data analytics, which often serves as the backbone to gamified applications. The tool's key element is it is developed through a detailed analytics approach, especially to meet client needs.

It involves the following steps:

- **Gather process information:** Collect information around the current practices of training, including information on the content, top call drivers, and the training plotter.
- **Understand challenges and current structure:** Gauge the business challenges vis-à-vis current training practices through detailed understanding of the training curriculum and challenges.

- **Collect information on training plotter:** Assess the time assigned to instructor-led sessions, audio visual sessions, and practice sessions to restructure the existing training plotter for instructing candidates.
- **Map time spent on top call drivers:** Analyze the time spent in training participants on the top call drivers, and identify the non-value-adds as well as the essential and desirable elements in the existing content.
- **Map information with prescribed standards:** Draw comparisons on the training structure of the business with our prescribed efficiency gauge.
- **Analyze industry knowledge with training practices:** Evaluate industry-wide nominal knowledge retention curve and map it with the current training practice to identify how much training time can be compressed.

Overall, the game design follows the approach of micro-learning, keeping in mind the attention span of today's learners especially the millennials. The overall construct includes elements of Kolb's Learning styles. The solution is compatible

for use across devices and can be extended to other platforms. However, with the information delivered through the game being client sensitive, it is restricted only to the client domain through desktops only.

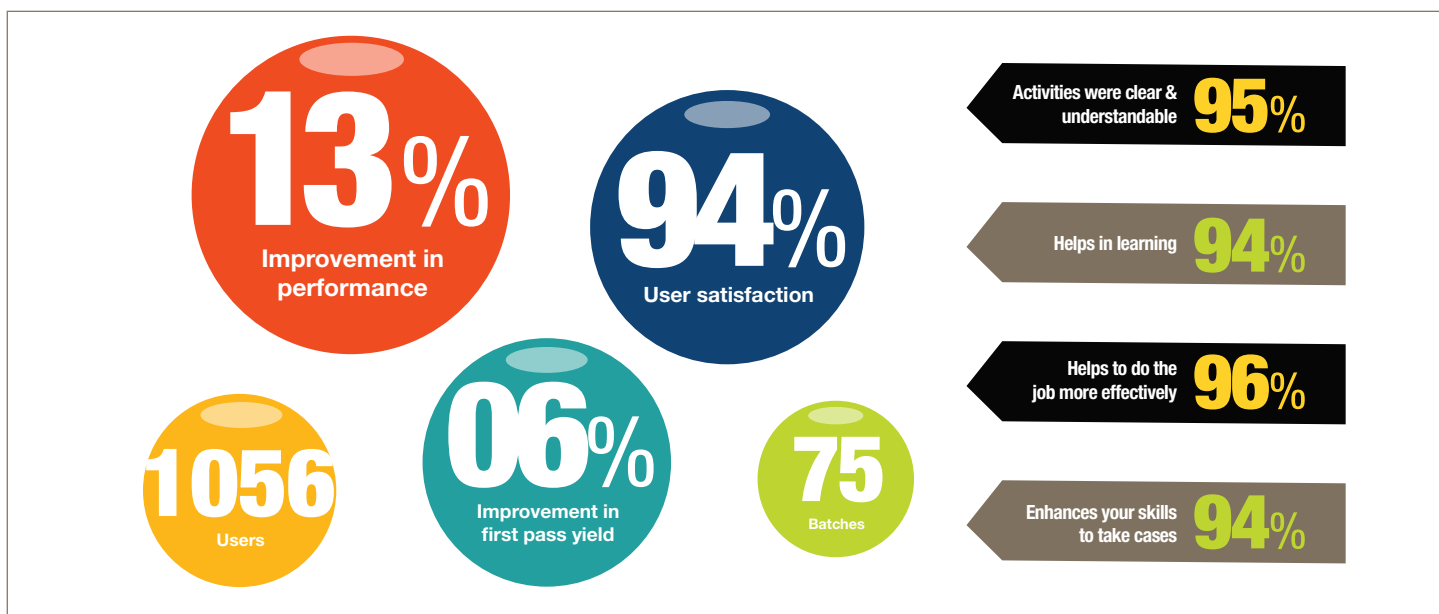
Concentrix' gamification allows vast amounts of data from varied sources to be analyzed, enabling motivating insights to be drawn and instantly presented to the target audience. The model includes a full assortment of popular games, but the most compelling and comprehensive element is online learning games called "playboards," designed to challenge users with various learning missions. It also includes CRM/tool simulators to replicate on-floor experience for users.

Developed on the adult learning principles for better retention, Concentrix' model reduces the new hire learning curve with better speed to proficiency. Its business value is that the content delivered in the form of a game reduces the overall duration of training intervention against standard methods. Beyond badge collecting and points systems, the solution incorporates sophisticated reward systems into not just online experiences, but also in their offline and other channels. By this notion, the models we use work most successfully as part of an overall omni-channel engagement strategy against a standalone offering.

## Real-Time Business Results & Relevance of Concentrix Gamification

Concentrix' playboard solution was applied in a real-time scenario to evaluate its real impact. It was initially deployed among 300 associates, with 300 others using traditional methods as a control group. The groups were observed over 45 days (15 training and 30 production days). The results were phenomenal, with reduced training time and significant cost savings. There was also great difference in the pass percentage between the two groups. It reduced retraining time for unsuccessful candidates, again saving per-user costs. Overall, the solution could save clients more than \$800,000 annually. With 2,500+ users trained on the new platform, the pilot results have been fully validated.

Beyond engaging with employees and customers, our model is targeted for deployment and use with partners as partner engagement and motivation will be relatively similar to the other uses to which gamification is already being applied. In particular, using gamified processes to increase sales, and to drive greater partner participation in activities such as product input (idea sourcing), marketing programs, training, use of new technology and lead management seem like natural fits for the technology.



### ■ Moment of Truth: Results

Concentrix' two-fold communication/distribution and marketing strategy is aimed at existing and potential clients. For our 140+ existing clients, the strategy is to proactively reach out and offer the solution for their business. For potential clients, the solution forms part of the tool kit that showcases Concentrix' capability for any new business pitched for.

Concentrix' gamification has resulted in visible benefits across different parameters:

- **Quick ROI:** Cost to build recovered within 6–8 months of deployment.
- **Business impact:** Optimizes labor costs by allowing less-skilled workforce hiring and quick upskilling, and provides savings on turnover and rehire cost.
- **Social impact:** Creates job opportunities for low-skilled employees.
- **Loyal workforce:** Improves organization stickiness with engaging learning programs.
- **Future innovations:** Meets learning requirements during the entire employee lifecycle, which includes developing both functional and behavioral competencies.

In the business process management industry, onboarding, training, and agent retention is a priority. Absenteeism, attrition, or meeting KPIs make it critical to look for solutions in gamification. With its array of impressive results such as higher motivation, better productivity, instant feedback, its importance across industry is unparalleled. Gamification is expected to become an essential component of every enterprise irrespective of industry type, and is being called the next-big-thing in business — and the biggest post the IT revolution.

Given the pervasiveness of the gamification zeitgeist and the debate surrounding it, and the variations it has adopted since inception, Jane McGonigal probably got it right!

## For more information

To learn more, please contact us at [inquiry@concentrix.com](mailto:inquiry@concentrix.com) or visit [www.concentrix.com](http://www.concentrix.com) or Ratna Puri, Associate Director, Quality, at [ratna.puri@concentrix.com](mailto:ratna.puri@concentrix.com).



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