

Engaging a Multi-Generational Workforce with Gamification

Understanding How to Motivate and Retain a Multi-Generational Workforce
Presented by:
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State

Agenda

Generational Overview

- Baby Boomers
- Generation X
- Millennials
- Technology Overview

A Look at Gamification

- Overview
- Deployment
- Goal Setting
- Results

Managing a Multi-Generational Team

- ▶ Traditionalists (1925-1945)
- ▶ Baby Boomers (1946-1964)
- ▶ Gen X'ers (1965-1980)
- ▶ Gen Y's/Millennials (1981-1997)
- ▶ Gen Z/Generation Wait (1998-)

Traditionalist (1925-1945)

- Lived through WWI and WWII
- GI Bill
- Experienced and survived difficult times growing up
- **Characteristics**
 - Believe in rules, conformity and authority
 - Defined sense of right and wrong—no gray areas
 - Practical
 - Hard Workers
 - Dedication
 - Frugal
 - Loyalty and commitment

Baby Boomers (1946-1964)

- Saw increasing social and economic equality
- TV, Moon Landing
- Highest divorce rate in history
- Workplace evolution with racial and gender diversity
- **Characteristics**
 - Community involvement
 - Optimistic/Positive-the glass is half full
 - Individual choice
 - Workaholics
 - Goal oriented

Generation x(1965-1980)

- Pushed into adulthood at an age earlier than any other generation
- Dual income households, "Latchkey Kid"
- Single parent households
- Grew up with emerging technology
- MTV, PC's
- **Characteristics**
 - Fun and folksy
 - Independent
 - Adaptable
 - Result oriented
 - Realist

Generation Y(1981-1997)

- Digital media—always had cable, cell phones, pagers, video games, etc.
- Kept very busy as kids, occupied
- Saw work/positions as temporary and unreliable
- “No child left behind” and “Takes a village to raise a child”
- Natural disasters
- **Characteristics**
 - Opportunistic
 - Team oriented
 - Tech savvy
 - Constantly creating, craves change and challenges
 - Accepts diversity openly and freely

Generation Z(1998-)

- Anything technological
- Highest home school ratings in US history
- School shootings, terrorism, 911
- 20 million strong
- Social media and web activism
- **Characteristics**
 - Sense of entitlement
 - Unique and special
 - Focused/driven
 - Job hoppers
 - Want change

Work Styles and Technology

	Trad/Boomer	Gen X	Gen Y/Z
Email	Another thing to do & learn	The best way to stay in touch	Not nearly as good as IM & Blogging
Instance Message (IM)	Another distraction popping up	A quick way to get things done	Like breathing
Text Messages	For techie kids	Good for short messages	What I do all day
Mobile Video	No idea	A novelty	Commonplace
PowerPoint	Effective & professional	My right arm	Pretty boring, not interesting
Face to Face Meetings	Vital	Key	Uncomfortable and too formal
Search Engines	Not trustworthy	How did we survive without Google	My super tool
Conference Calls	Next best thing to a meeting	The way we work these days	An opportunity to multitask while "listening"

Traditionalist = 3%

Learning Styles

- Structure
- Defined goals and expectations
- Not tech savvy, needs workbooks, visual aids, etc.
- Communication style is formal

Retention

- Mentoring
- Flexible hours/part time, flex time
- Satisfaction through recognition
- Motivated by security and being respected

Baby Boomers=29%

Learning Styles

- Must be relevant to career goals
- Participation during training
- All learning styles
- Communication style is formal

Retention

- Avoids conflict, team building
- Money motivated/incentives/flex time
- Retirement options
- Goal oriented

Generation X = 23%

Learning Styles

- Must be relevant to personal goals
- Feedback and recognition
- Hands on/on the job training
- Fun, folksy informal training

Retention

- Works to live, not live to work
- Life balance/time off/flex time
- Internal Promotions/growth
- Productive
- Casual work environment

Generation Y = 44%

Learning Styles

- Must be relevant to their own fast track success
- Must have tight deadlines
- Social network/online and virtual training
- Must multi-task

Retention

- Time off/flex time
- Relaxed and fun work environment/dress code
- Seeks to work in teams
- Personal development and continued growth
- Part of the "big picture"

Generation Z = 1%

Learning Styles

- Anything using technology
- Virtual or pre-recorded training sessions
- Positive re-enforcement
- Grades

Retention

- Rewards/trophies/plaques
- Relaxed and fun work environment/dress code
- Flex time/time off
- Personal development and continued growth
- Part of change and company growth

Working together

Challenges

- Younger employee managing an older employee
- Insecurities
- Lack of confidence/experience
- Different skill sets

Suggestions

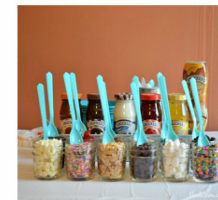
- Build diverse teams
- Develop cross-generational mentoring
- Get to know each team member individually
- Help employees recognize their unique set of skills and ideas that they bring to the table

A Look at Gamification to Engage the Digital Native Workforce

Technology Tools to Engage Representatives

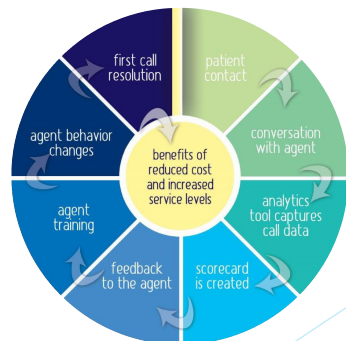
- As digital communication and technology becomes more prevalent in our daily lives, we should leverage in the business office.
- Enables a more customized, personal work experience to better engage the team and the various generations within the team.
- Enables remote workers to remain connected to team and results since they are using the same system.
- Enables an increased focus on organizational goals and individual contributions.
- This is even more critical as we have moved team members to a remote work environment.

Which Would You Choose?



Contact Center Technology Requirements

- Provides on-going training feedback
- Monitor & measure results
- Training
- Compliance
- Trends
- Technologies need to meet YOUR individual team's needs
- Daily dashboards
- Improve agent performance
- Optimize patient experience
- Achieve ideal client outcomes
- Employee retention



Omni Channel Communication: It's not only for patients, but also for your employees too!



Let's see who is gaming today



Gamification We All Recognize

- Personalized goals
- Real time, automated feedback
- Team performance
- Recognition
- Challenges



Adding Gamification

Operational Objective for the use of gamification

- Technology powered engagement strategy
 - Transparency promotes competition
 - Near real time dashboard for mid-day results monitoring
 - Daily/weekly/Monthly contests and recognition
 - Administration of incentive prizes
 - Recruiting and retention
 - Employee engagement by empowering agents to create their own competitions
 - Creates an atmosphere of confidence by recognizing improvements in key skills
 - Creating and atmosphere of FUN!

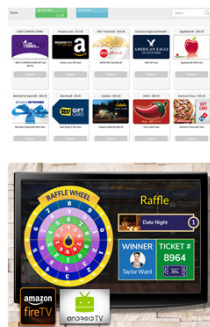
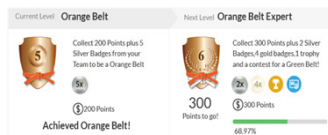
Game On!

Implementing new technology is a process:

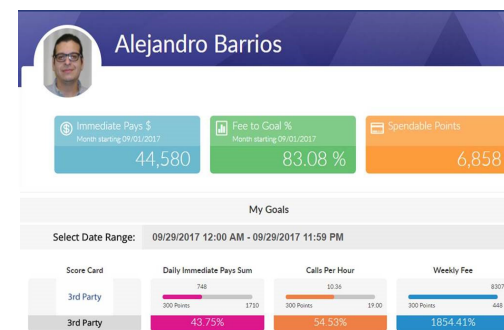
- Pilot group was formed of multi generational participants
- Personality types of the group
- Feedback sought from the group
- Messaging tailored to the generations
- Generating organizational buy in
- Measuring the results of the pilot group
- Roll out

Recognition and Rewards

- Establish status among employees
- Use to offset turnover by rewarding achievement as they learn a new skill
- All achievements are visible to friends and up line managers
- Redeem prizes with points

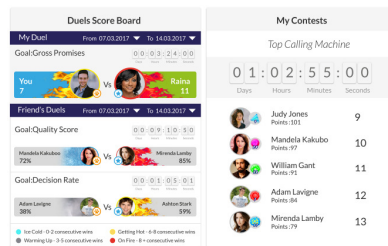


Gamification Dashboard



Competition

- Transparency promotes competition
- Daily/weekly/monthly contests
- Reward with prizes
- Drive engagement
- Increases Skill
- Increases Confidence



The Duel!

- Duel 1 on 1
- Challenge anybody based on KPI's the business chooses
- Wager your own points
- Drive engagement



Visual Display of Leaderboards

fido/rack

02:25 pm CDT

LEADERBOARDS

CONTEST END OF SEPTEMBER
PUSH TO GOAL!

LEADER

Ericka Gordon

END OF SEPTEMBER PUSH TO GOAL!

	Participant Name	Pays Sum
<div><div><div></div><div></div></div></div> 10	Rachel Gingerich	9660
<div><div><div></div><div></div></div></div> 11	Lalinda Williams	9572
<div><div><div></div><div></div></div></div> 12	Brad McCord	9506
<div><div><div></div><div></div></div></div> 13	Jessica Johnson	9116
<div><div><div></div><div></div></div></div> 14	Camille Bittorf	7926
<div><div><div></div><div></div></div></div> 15	Esperanza Resendez	7869
<div><div><div></div><div></div></div></div> 16	Helene Jones	7192

Congratulate Yasmani Lopez! He/she reached a new personal best for Weekly Pays Sum

01:00

Congratulate Tanner Winger! He/she reached a new personal best for Weekly Pays Sum

01:00





Congratulate Karla Zinnecker! He/she reached a new personal best for Weekly Pays Sum

01:00

Congratulate Kristin Taylor! He/she reached a new personal best for

01:00

Keeping The Game Fun: New Badges!

	Dashing Through the Snow	Bronze	300	Get 1250 in IP per day and get this Badge!
	Mistletoe	Bronze	300	Earn 1000 dollars in Ips per day for 5 days to earn the Mistletoe Badge!
	Deck the Halls	Silver	300	Get 1250 in IP for 1 Day to earn this badge
	Hiking The Woods	Bronze	250	Reach an immediate pay sum of \$1500 in a day and earn a Hiking The Woods badge to unlock Hiking The Woods filters.

Gamification - Progressive Goal Setting

Hiking in the Woods: 1500 IP in one day

Hiking in the Hills: 2000 IP in one day

White-Water Rafting: 2500 IP in one day

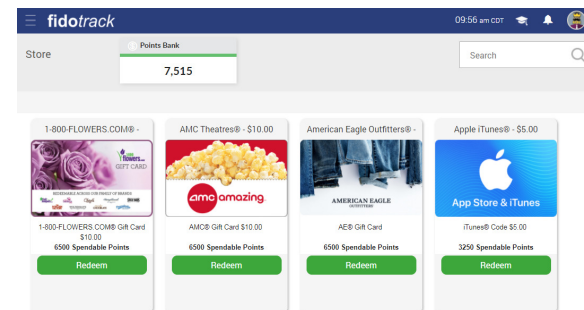
Rapids Navigator: 3000 IP in one day

Camp Fire: 3500 IP in one day

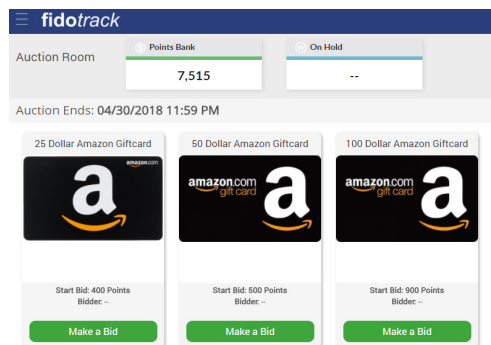
Smore's Maker: 4000 IP in one day

Travel Guide: 4500 IP in one day

Spending Your Points!



It's Auction Time!



Gamification: Creating the “Social” Environment

Wagering
Points on
Duels

Giving Out
High 5's

“Friending”
Team
Members

Creating Your
Avatar- Adding
Stickers!

Scrolling
Ticker that
Updates
Progress

Role-Based Dashboards

- Different dashboards for agent, supervisor, managers, and executives
- Easy to change metrics and goals
- Change colors, points allotted, and more

Dashboard Assignments Configuration

Show 20 entries

Add Dashboard Assignment

Search

ID	Type	KPI1	KPI2	KPI3	KPI4	Campaign Groups	Action	Antic
8	Supervision Goals	Close Rate	Sales Total	Working Decisions	-	Clicking About and Handling Lead Generation	On	✖
9	Agent Working Hourly Log	Quality Score	Operative Hours	Service to Customers	-	Clicking About and Handling Lead Generation	On	✖
11	Agent Goals	Close Rate	Sales Total	Sales Total	-	Clicking About and Handling Lead Generation	On	✖
12	Supervision Insights KPIs	Working Decisions	Close Rate	Sales Total	-	Clicking About and Handling Lead Generation	On	✖
13	Business Manager Goals	Close Rate	Sales Total	Sales Total	-	Clicking About and Handling Lead Generation	On	✖
14	Business Manager Insights KPIs	Close Rate	Sales Total	Sales Per Hour	-	Clicking About and Handling Lead Generation	On	✖
15	Enterprise Manager Goals	Total Sales	Close Rate	-	-	Clicking About and Handling Lead Generation	On	✖
16	Enterprise Manager Insights KPIs	Total Sales	Screened Leads	Working Decisions	-	Clicking About and Handling Lead Generation	On	✖

Supervisor Level


- Monitors agent goal progress
- Initiates competitions/contests
- Broadcast message to teams
- Coach agents
- Initiate personal record or company record effort
- Levels up

Filter by

Name

In Progress

Search




Adrian Howard

Conversion Rate - 100%

Annual Collected - 75%

COACH




Adele Lee

Conversion Rate - 100%

Annual Collected - 75%

COACH




Andrew Diaz

Conversion Rate - 100%

Annual Collected - 75%

COACH




Elizabeth Jackson

Conversion Rate - 100%

Annual Collected - 75%

COACH




Mason Norton

Conversion Rate - 100%

Annual Collected - 75%

COACH




Matthew Wood

Conversion Rate - 100%

Annual Collected - 75%

COACH



Partake White

Conversion Rate - 100%

Annual Collected - 75%

COACH

Measuring the Success of Gamification

Gamification Increase 6 months post pilot

- Overall Results

- Third Party Debt Collection
 - 111.2% increase in immediate pay dollars
- Extended Business Office Artiva
 - 110.9% increase in immediate pay dollars

What the Team Says about Gaming

Jalisa Johnson, "I love gaming! When you work in a larger company it can be hard to get recognition for everyone, and through this system I can get recognition without waiting for a Supervisor to notice my individual accomplishments. You get to customize the shelf that holds your awards, and they stay as yours forever. You can even click on them and they tell you what you did to earn that one. It's nice that they stay on the shelf so you can always see the milestones you have completed!"

Andrenia Morgan-Washington, "The system helps me keep myself personally accountable. I like to see what I immediately need to improve on throughout the day. I can see my calls and payments during the day and know what I need to do to reach my daily goals. I really like that it's immediate and gives you instant feedback."

Jalisa Johnson, "Another thing I like is that it shows my what my personal best was. Then, once I've out-done myself, it stretches the goal a little further, so I keep increasing my performance."

Andrenia Morgan-Washington, "I really need the immediate feedback and it motivates me!"

