

Product Comparison

Continuous Employee Engagement Matters

To **create sustained agent motivation** in your contact center, a complete **employee engagement strategy** must include feedback, performance management, and recognition.

in addition, for employee engagement to be successful across the entire department or

organization, both intrinsic and extrinsic motivators need to be combined and leveraged to account for employee preferences, types of goals and objectives, as well as personality types.

Features Benefits		Performance Management solutions	Gamification solutions
Designed for contact centers	We service the contact center industry exclusively.	Some offer a contact center module.	Some offer contact center scenarios. Limited support.
User Interface	Custom avatars with challenges based on contact center objectives.	Limited to scorecards and leaderboards.	Narrative or role-play.
Leverages existing metrics			
Builds sustained motivation			
Influences agent behavior			
Encourages interaction and competition			
Predicts absenteeism			
Predicts attrition			
Detects performance patterns			
Proven ROI	Documented cost reduction and reduced overhead.	Typically related to contests and extrinsic motivators.	Results focus on social engagement or intrinsic motivation.

Advantages of Gamification and Machine Learning

Performance management solutions provide a useful, but limited, add-on to today's contact center applications. While they provide tracking and auditing capabilities for existing performance metrics, they do little to promote a continuous and sustained increase in agent motivation, engagement, performance and efficiency.

Gamification is a great team-building framework - it leverages proven game mechanics for social engagement - but it can also create a barrier for agents that are less competitive, or those that simply do not want to start a new narrative while under the daily pressure of workplace tasks.

By **combining the best elements from performance management and gamification** solutions, [nGAGEMENT by nGUVU](https://www.nguvu.com) provides an engaging interface, individual self-management features, complete KPI transparency, and challenges every agent based on their specific motivators.

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