

## SALES GAMIFICATION USING ORACLE SALES CLOUD

“The INFOSYS preconfigured solution enables the application of gamification in sales to engage, challenge, and motivate the sales workforce to adopt and use the CRM application effectively at every stage of the sale.”

The Infosys Gamification solution aims at using game mechanics in the Oracle Sales Cloud platform to increase the productivity of sales representatives who use CRM. It offers motivating mechanics where sales representatives can win badges, recognition, and awards while progressing towards their sales goals. Gamification can be set up to align objectives of the sales force with corporate goals.



### Gamification features

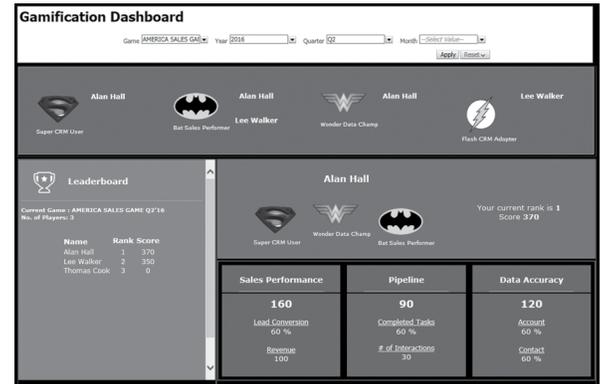
The solution is designed and developed to address widespread CRM pain points such as low user adoption, poor data quality, and lack of motivation to perform. The solution allows enterprises to create a game where the participating members

need to accomplish missions and objectives. These missions are aligned to address CRM pain points and influence user behavior to achieve bigger corporate goals. The following missions are currently available in the application:

- Drive user adoption
- Increase sales performance
- Enhance data quality

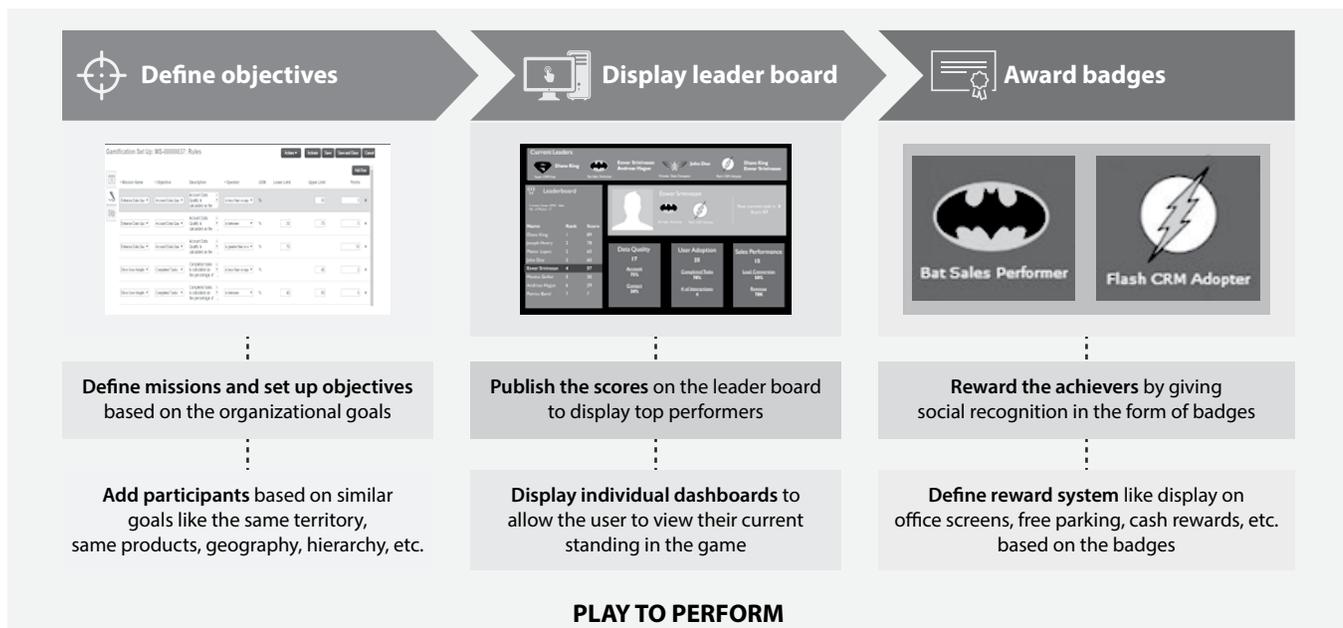
## Key solution highlights

- Leader board to display relative rankings and facilitate competition
- Individual dashboards to allow sales reps to review their performance
- Drill-down reports to show score details and display actionable insights
- Badges to provide social recognition and motivation
- Flexibility to define missions and objectives
- Ability to run several games at a time with different team members
- Ability to view historical data
- Flexibility to add team members based on similar goals and objectives
- Game owner dashboard to allow the game owner to monitor his / her team performance



## How the solution works

The figure below shows the end-to-end process flow of the gamification solution



## Six key benefits

- Easy-to-configure with minimum customization
- Mechanism to award and recognize performance and drive desired sales behavior
- Cloud-based solution that offers quick implementation, time-to-value, and scalable architecture
- Motivate employees to adopt the CRM, enter quality data, convert more leads, and generate more revenue
- Increase team collaboration and transparency
- Pre-built customizations with no extra license cost

## The Infosys advantage

- **Strong domain knowledge** in CX with specific vertical focus
- **Comprehensive product knowledge** for complete spectrum of CX products
- **Go-to-market and solution co-development** partnership with Oracle
- **End-to-end service offerings** from business consulting to system integration services and BPO services
- **A comprehensive library of pre-built use cases** covering CX business processes to accelerate implementation
- **Innovative solutions** built on Oracle CX technology stack while leveraging Infosys IP components

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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