

Service Gamification using Oracle Service Cloud



The Infosys preconfigured gamification solution for Oracle Service Cloud helps enterprises deliver a superior customer experience by bringing in the 'Game' concept to day-to-day activities performed by customer service representatives (CSRs)

The Infosys gamification solution is based on various service metrics and aims to encourage CSRs to resolve and respond

quickly to incidents and enquiries, which in turn improve customer satisfaction, encourage repeat business, and increase

productivity. Gamification can be set up to align objectives of the service workforce with corporate SLAs.

Gamification features

The Infosys gamification solution for Oracle Service Cloud works on the premise of associating a score to an agent's activities such as incident resolution, resolution time taken, customer feedback, answers proposed, etc., and ranking the agents based on the scores accrued. The whole concept helps organizations identify and incentivize top-performing agents and achieve tangible benefits such as:

Drive user adoption

Improve service SLAs and agent performance

Increase first-call resolution

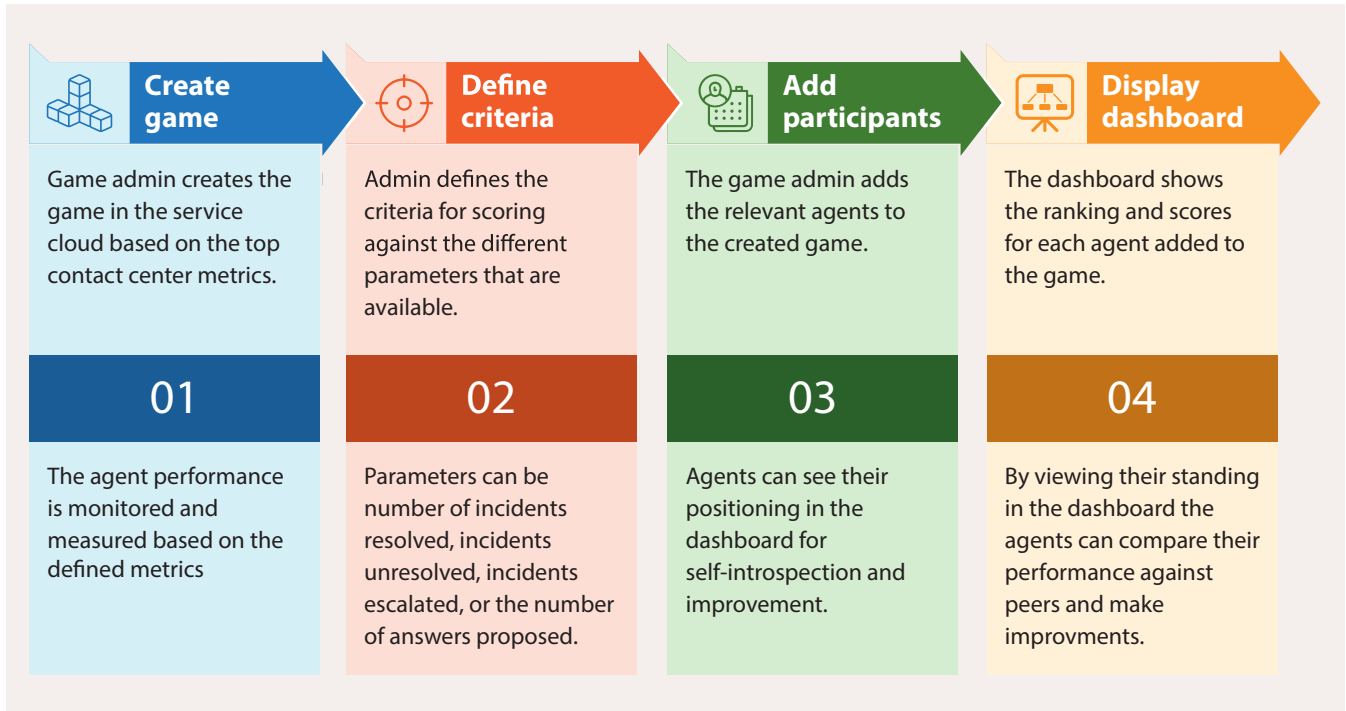
Highlights of the solution:

- Leader board to display the relative ranking and facilitate competition
- Individual dashboards to allow service reps to review their performance
- Drill-down reports to show score details and display actionable insights
- Badges to provide recognition and motivation which can be tagged to communities for social recognition
- 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 view to allow the game owner to monitor team performance



Solution process flow

The figure below shows the end-to-end process flow for the service gamification solution:



Benefits

- Easy to configure and use with minimum customization
- Easy tracking of agent performance and key contact center metrics for recognizing and rewarding high performing agents
- Cloud-based solution offering quick implementation, time-to-value, and scalable architecture
- Helps motivate employees to adopt CRM, enter quality data, convert more leads, and generate more revenue
- Increased agent productivity
- Reduced incident escalations, reopening of incidents

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 and BPO services
- A comprehensive library of pre-built use cases covering CX business processes
- Innovative solutions built on Oracle CX Technology stack while leveraging Infosys IP components

For more information, contact askus@infosys.com

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