

## AMPLIFY BUSINESS OUTCOMES WITH INFOSYS GAMIFICATION IN LEAD MANAGEMENT

Gamification is increasingly gaining popularity across the insurance value chain for its ability to engage both internal and external stakeholders, create a collaborative environment, achieve business goals and KPIs, and increase efficiency, productivity, and competition.

Infosys Enterprise Gamification Platform (iEGP) helps insurers to define and configure various game mechanics. As a strategic tool for engagement, it lends itself to easy integration with other enterprise applications and offers domain-centric use cases. The analytics aspect of iEGP enables insurers to monitor and measure user engagement and positively influence the game mechanics.

Today's insurers are challenged with winning new customers and retaining existing ones in a competitive market. With a gamification framework, insurers can gain new customers in a cost-effective manner. For existing customers, gamification can help drive engagement, and motivate and educate them at every opportunity.

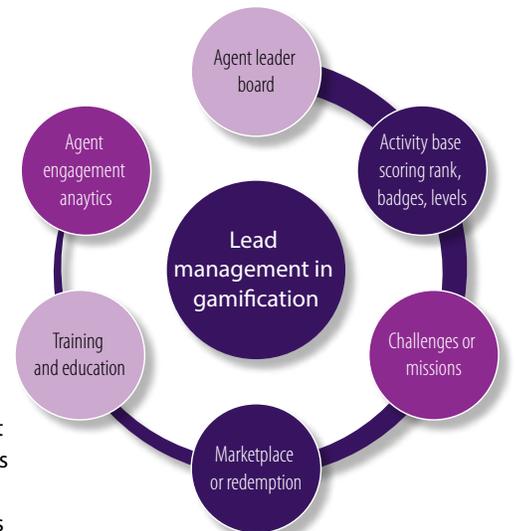


### Gamification in lead management

Agents contribute significantly to the insurance business and investment in them yields exponential benefits. Insurers can leverage gamification to drive agent engagement, education, and motivation. The use of various game mechanics like scoring, points, badges, levels, challenges, leader board, and more, not only motivate agents to work harder but can give them a feeling of being rewarded as well.

### How gamification works in lead management

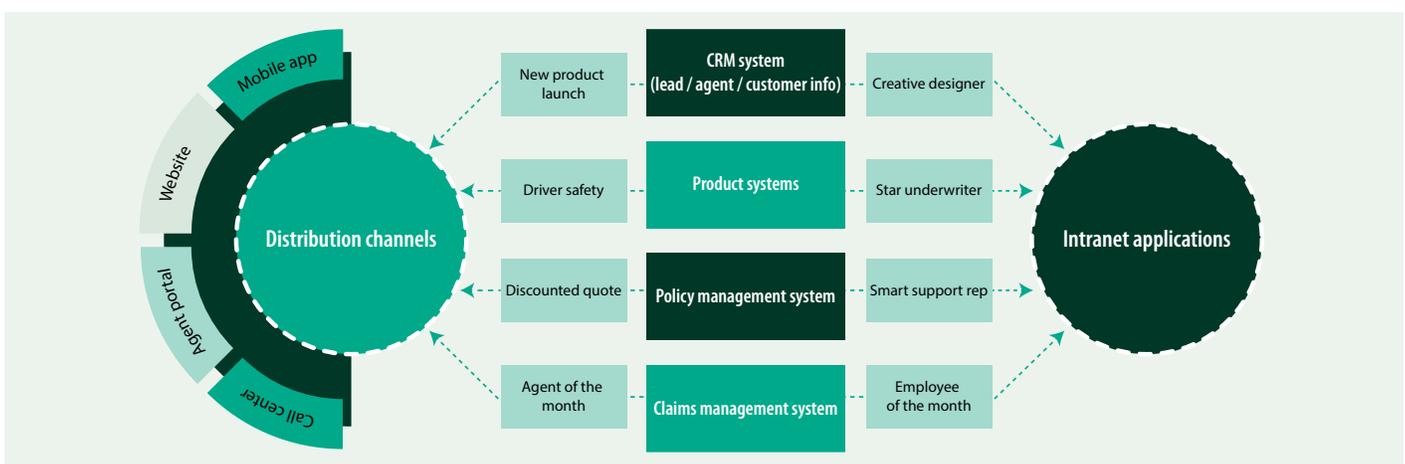
As part of the lead management process, agents are engaged with customers through various activities such as identifying new leads, connecting over phone, email, follow up calls, performing need analysis, meet up, showcasing illustration, pipeline conversion, and win. The journey of winning leads can be made engaging with game features like scoring, levels, achievements, challenges, and wins. Thus making lead management activities rewarding and enriching. Agents can also be encouraged to learn new products and increase product awareness through game mechanics like quizzes, puzzles, and rewards.



## Key features of Infosys lead management in gamification

Core game mechanics	Drives agent engagement and motivation for sales through badges and levels, thus challenging them, enabling them to achieve, and making the process fun.
Leader board	Introduces healthy competition among agents. Leader board provides real-time feedback on how an agent is progressing in the game and strategy adopted to win the game.
Discussion forum	Agents can ask queries and post ideas here. It fosters higher collaboration when teams are spread across different locations.
Driving range	Agents can write blogs or share tips and tricks with the wider community. This information helps new team members.
Engagement analytics	Enables insurers to analyze agent engagement touchpoints, behavior, activity, reward distribution, etc.

## Framework for insurers to harness gamification



### Key business benefits

Gamification in lead management as offered by Infosys makes the lead management experience exciting for agents and enables the insurer to achieve a number of benefits, such as:

- Better engagement with agents
- Increased motivation
- Improved productivity and efficiency at work
- Replaces boredom with excitement
- Fun factor at work



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

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