

Happy agents, happy customers

Keeping your team motivated and engaged is key to exceptional customer experience. When agents feel valued, supported, and connected to the company's goals, they're more likely to give their best effort. Gamification can help by making everyday tasks more engaging and rewarding.

If you're using Webex Contact Center's Workforce Optimization (WFO) features, you can automate performance tracking, scheduling, and quality monitoring, making it simpler to keep agents motivated and performing at their best.

1. Set clear goals

Make sure your agents know exactly what's expected of them. Set goals they can measure, like reducing how long it takes to handle a call, improving customer satisfaction, or solving problems on the first try.

2. Create a points system

Reward agents with points for hitting goals or completing tasks. For example, give points for handling calls efficiently, getting great feedback from customers, or finishing training sessions.

3. Use leaderboards

Show a leaderboard that displays how agents are doing based on their points. This could be on a shared screen, a bulletin board, or online. It creates friendly competition and motivates agents to improve. If you use Webex WFO, leaderboards can update automatically.

4. Reward and recognize

Celebrate top performers by giving them rewards like gift cards or extra break time, and publicly acknowledge their efforts during team meetings or in company emails. If you use Webex WFO, you can easily track performance and identify who deserves recognition.

5. Run challenges or contests

Make work fun by introducing contests, like a "Customer Service Champion" challenge where the agent with the best customer satisfaction score wins. Webex WFO can make tracking these kinds of contests easier and more accurate.

6. Promote learning and growth

Give agents points or badges for completing training or learning new skills. This keeps them motivated while helping them improve. If you have Webex WFO, you can use built-in training and coaching features to make this even easier.



7. Encourage teamwork

Create team-based activities where agents work together to achieve a shared goal, like improving team efficiency or reducing the number of dropped calls. If you have Webex WFO, you can easily track how the team is doing as a whole.

8. Give feedback and support

Use these activities as a chance to provide helpful feedback. Show agents where they can improve and offer coaching to help them grow and earn more points. Webex WFO can make this process more effective by giving you data-driven insights into agent performance.

9. Keep it fun

Gamification shouldn't feel like extra pressure—it should make work more exciting and engaging. Whether you're using your own system or Webex WFO, the goal is to create a positive environment where agents enjoy learning and improving.