

Sales Gamification, Native in Salesforce.

Challenges, points, badges, and leaderboards that run entirely inside Salesforce Lightning.
No external tool. No data sync. No separate login.

THE PROBLEM

Reps batch-log on Fridays. Contact roles sit empty. Close dates drift. Managers chase updates instead of coaching. Reminders get ignored. The habit never sticks.

THE FIX

Novigem rewards the right behaviors the moment they happen. Points land inside Salesforce in real time. No catch-up. No nagging. The habit forms because the feedback is immediate.

WHAT'S INCLUDED

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Challenges
One-time, recurring, or timebound. Tied to any Salesforce object or field. Points weighted to the behaviors that matter most.
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Badges
Recognition tied to specific behaviors. Visible to the whole team the moment they are earned.
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Admin Dashboard
Challenge progress, point velocity, team activity. No separate reporting tool needed.
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Leaderboards
Weekly-reset team rankings. Every rep has a closeable gap. Real-time updates, no refresh needed.
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Automatic Rules
Points fire the moment Salesforce updates. Zero manual work. No Apex required.
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Pattern Insights Pro
AI-detected behavioral patterns surface coaching opportunities before you think to look.

BACKED BY BEHAVIORAL SCIENCE

32%

productivity improvement with gamified sales processes
Herzig et al., 2015 via Ahmed, 2025

Instant

reward timing builds habits. Delayed rewards do not.
Skinner, 1953 · reinforcement theory

100%

Salesforce-native. No data ever leaves your org.
Managed AppExchange package

PRICING

TEAM

€399/mo

5–15 users

BUSINESS

€699/mo

16–30 users

ENTERPRISE

Custom

31+ users


6-week pilot available. Get results before committing to an annual plan.

HOW IT WORKS

01 · Install

Up in 30 minutes

Install from AppExchange. Assign permission sets. No Apex, no custom code, no professional services required.

02 · Configure

Point-and-click setup

Create rules tied to any Salesforce object. Set up challenges, badges, and leaderboards declaratively from the Admin panel.

03 · Go live

Reps see it immediately

The Novigem panel appears inside Lightning. Points land in real time. No training needed. Reps pick it up on day one.