

Business Profile

A global provider of electronic games, gaming equipment, and digital content.

Industry

Consumer Electronics

Solution

CallidusCloud
ServiceMotive,
Contact Center
Environment

Call Center Environment

Approximately 1,000 customer service agents in four outsourced call centers serve millions of consumers annually.

Global Consumer Electronics Company Increases Agent Productivity and Reduces Attrition with CallidusCloud ServiceMotive

This global consumer electronics company provides gaming hardware, software, and extensive digital content in multiple formats to tens of millions of consumers worldwide. To support all these consumers, the company outsources its customer service operations across multiple contact centers. Customer service agents handle the inquiries and demands of these consumers—from claiming vouchers to troubleshooting device and user experience issues.

“What's the Campaign? What Do I Have to Do?”

High attrition at the company's contact centers presented an ongoing challenge.

“We knew if we could keep even a few of our agents a few months longer, it would save a huge amount of money in terms of productivity, hiring and training expenses,” recalls the company's senior manager of customer service operations team.

A key contributor to agent attrition is lack of constructive, timely feedback and the attainment of reasonable, measurable objectives. “Like our consumers who play action-packed war games, our agents wanted to know, ‘What's the campaign? What do I have to do?’,” notes the senior manager. “They wanted to know what was expected of them, how they were doing, and how they could improve.”

The company implemented customer satisfaction surveys in order to gain insights and improve consumer experience. Using CallidusCloud ClickTools, the company automatically sends consumers the satisfaction surveys after their case has closed. Once returned, the survey results are tied directly to their respective cases and agents in the Salesforce Service Cloud. The surveys provided much-needed constructive feedback; however, with hundreds of thousands of surveys submitted annually, agents had to wait an average of two weeks to receive case-specific feedback.

The company's customer service management also desired greater visibility into performance. "We couldn't even say which agents were doing the best job and which ones the worst because it took so much time to go through so many surveys," explains the senior manager.

Motivating Agents with Gamification

Realizing that its contact center agents, predominantly aged 18 to 30, mirrored many of the company's consumers who play its games, the company's head of customer service asked an intriguing question,

"Why not motivate agents the same way our gamers are motivated?"

When he learned of CallidusCloud ServiceMotive, a cloud-based software that motivates agent performance through gamification and integrates seamlessly with ClickTools and the Salesforce Service Cloud, he knew he had to try it. Through detailed dashboards with real-time performance feedback and achievement of awards, ServiceMotive leverages the power of timely and transparent feedback, recognition, and friendly competition inherent in multiplayer games. It gives customer service agents a way to view their KPIs and compare their performance to peers—all from within the application they use daily.

27%

INCREASE IN DATA QUALITY

8%

INCREASE IN CASE COMMENTS

90%

KNEW THEIR DAY'S CSAT

A one-month pilot of ServiceMotive, among 50 agents in one contact center location, far exceeded expectations. In addition to happier agents and customers, the pilot ended with a 27% increase in data quality—user “Darth Vader” now had a real name and address in the company's consumer database—and an 8% increase in case comments. Furthermore, 90% of the agents knew their customer satisfaction score (CSAT) for the day. The company then rolled out the CallidusCloud solution over three weeks to more than 500 agents across four different contact center locations with plans to roll out to more agents in the near future.

“Phenomenal” Feedback from Agents and Impressive ROI Metrics

After watching a five-minute training video explaining the monthly contest rules of the new ServiceMotive program, agents are off and running, with very intuitive displays showing their goals and what they are being measured on—all of which is tied to consumer feedback. At any time, agents can see all their KPIs—how many cases they've closed, how many surveys have been returned, average CSAT score (high, medium, low), and so on—and where they stand in relation to their goal.

The company's customer service agents are now recognized for meeting daily and weekly goals in a much more fun and intuitive way.

“We award them for voice, chat, and knowledge—all based on what consumers say, not what the agent's manager or manager's manager says. The agents have really loved it; their feedback has been phenomenal.” - Senior Manager of Customer Service Operations

10%



REDUCTION IN AGENT ATTRITION

18%



LIFT IN AGENT PRODUCTIVITY

4%



INCREASE IN OVERALL
CUSTOMER SATISFACTION

9%



INCREASE IN CHAT
CUSTOMER SATISFACTION

14%



INCREASE IN QUALITY OF
CONSUMER DATA OBTAINED

Happier agents stick around longer. Before implementing CallidusCloud ServiceMotive, the company estimated that if just two agents stayed three additional months, that alone would pay for the solution. In the first four months of deploying CallidusCloud ServiceMotive, the company experienced:

10% reduction in agent attrition

18% lift in agent productivity

4% increase in overall customer satisfaction

9% increase in chat customer satisfaction

14% increase in quality of consumer data obtained

Visibility and Valuable Insights

"The visibility that our agents now have into how they are doing and how everyone else is doing has made them all do a better job, which gives them greater job satisfaction and makes our customers happier," claims the senior manager.

As a side benefit, implementing CallidusCloud ServiceMotive has also removed the perception of favoritism among contact center agents. At any time, agents can see on two large TVs in the call center who's 'winning' which contests and how they are doing relative to others.

The increased transparency also provides customer service management with valuable insights that can help determine where training or process improvements are needed. "Now we can analyze KPIs with up-to-date information," shares the senior manager. "And we can quickly and easily pinpoint the agents who are experts in various areas so that others can learn from them, or the agents who need extra help can get up to speed."

Game On!

Gamification in the contact center has been so successful that the company is gearing up for the always insanely busy holiday season with four different contests for its agents. Agents will earn “badges” based not only on KPIs but also for dealing with particularly difficult customers, handling a certain number of cases in a second language, and demonstrating a higher level of knowledge or expertise—for instance, if they are able to adequately handle trust and safety questions or troubleshoot hardware issues.

“Gamifying our contact center environment was a natural fit for our company, but what customer service agent wouldn’t rather be playing a game?” posits the senior manager.

“Gamification has been an enormous success on all fronts. I’d implement CallidusCloud ServiceMotive again in a heartbeat even at a non-gaming traditional company.”

About CallidusCloud

Callidus Software Inc. (NASDAQ: CALD), doing business as CallidusCloud®, is the global leader in cloud based sales, marketing, learning and customer experience solutions. CallidusCloud enables organizations to accelerate and maximize their lead to money process with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, contract redlining, and streamline sales compensation -- driving bigger deals, faster. Over 5,700 leading organizations, across all industries, rely on CallidusCloud to optimize the lead to money process to close more deals and make more money, faster.

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