GROWING YOUR CALL CENTER REVENUE WITH GAMIFICATION

CASE STUDY

AWL
American Web Loan

NOBLE SYSTEMS
GAMIFICATION
Growing Your Call Center Revenue with Gamification

Regardless of the call center activity, whether it is Sales, Collections or Support, revenue is vital. However, that is only one side of the equation in the world of call center economics. How much a call center keeps of their revenue is more important in many cases. A key component is maximizing the outputs of the “inputs”, i.e. getting the most out of those Agents who are generating that revenue. In many environments, common key performance indicators (KPIs) that speak to hourly revenue productivity are: revenue per hour, funding per hour and payments per hour. This case study will highlight how using Noble Gamification to increase call center Agent engagement can significantly increase revenue per hour.

AWL is an industry leader in the Online Consumer Lending market. Headquartered in Red Rock, Oklahoma, AWL uses technology to build financial products that improve access to credit for American consumers. AWL has three call centers providing loan fulfillment; two domestic locations and one near shore.

Why Noble Gamification

AWL initially launched Noble Gamification in their near shore call center location. The challenge they asked of Noble was to provide an engaging technology experience that was enjoyable and easy to use for their Agents. Management also wanted an effective tool for Supervisors, especially for Coaching. The AWL Management Team also identified two key metric areas to focus on: Max Loan and Funding Per Hour. These KPIs had historical precedent to easily benchmark the effectiveness of Noble Gamification.
Near Shore Pilot Results

Noble’s solution was to tightly manage Agents and Supervisors to performance goals through an integrated set of engagement, Gamification, skill-development tools and consultative meetings. On AWL’s part, the management team identified an internal Game Master who thoroughly understood the call center’s goals. He easily tracked progress toward company goals through scorecards. When progress was not trending toward goal achievement he would fire up Contests within minutes and instruct his Supervisors to engage direct Coaching. The results were profound: Funding Per Hour increased by 20.4% and Max Loan jumped 21.6%.

"The [Noble] Gamification platform encourages healthy competition in the workplace and motivates employees to excel, which in turn leads to improved employee morale and increased company revenues.

Scott Anderson
Quality Assurance & Compliance Manager
AWL, Inc.

Expand and Conquer

Due to the success of the Pilot, AWL deployed Noble Gamification to its domestic sites in Las Vegas and Oklahoma. With a much larger Agent base, AWL Management wanted to focus specifically on its major KPI, Funding Per Hour.

All Agents, Supervisors, Site Directors and Executives were provided a transparent view of the production landscape through five distinct User Interfaces. Company Goals outlined by AWL were broken into individual Score Cards for Agents and Teams, so that their objectives were clear and their progress was easily tracked.

Healthy competition through transparency was evident in Contests and Duels which instantly improved productivity and efficiency. Each location engaged each other in Contests and Duels by utilizing Noble’s Normalization Engine, which assisted in creating competitive equity. The integrated Coaching Module allowed Supervisors to immediately engage Agents specifically related to their progress toward the highly visible Company Goals. Utilizing Noble Gamification, AWL generated a significant Funding Per Hour increase in their Las Vegas Call Center location by 46% and in their Oklahoma Call Center by 20%.
More Players Equal Better Results

In the dynamic world of a call center, motivating your Agents so that they are always trying to “knock it out of the park” to meet Organizational goals is tough. AWL’s near shore location had already realized a significant increase during the Pilot. The program would have been successful just maintaining the new level of Funding Per Hour productivity. However, with the inclusion of the Las Vegas and Oklahoma centers, Management was able to efficiently leverage the power of objective transparency – which provided an additional boost in productivity for AWL’s near shore call center. This increased their Funding Per Hour by an additional 8%, bringing their total to a 28% increase.

It’s Easy to Grow Revenue By Motivating Agents

A common response to growing revenues in a call center is to hire more sales people and sign more accounts. AWL Inc. approached growing revenues differently. They coupled Noble’s award winning Gamification technology with their existing Agents to grow their business. AWL motivated their Agents to maximize output, resulting in a boom in productivity for the middle 60% of their Agents – and an increase in total productivity of almost 40%.

“[Noble] Gamification empowers our front-line agents and their Team Leaders to perform more effectively in a fun and competitive atmosphere.”

Scott Anderson
Quality Assurance & Compliance Manager
AWL, Inc.
About Noble Gamification

We understand what motivates agents and supervisors – and we know that high employee motivation drives customer satisfaction. Utilizing intelligent game mechanics tailored to each client’s spectrum of employees, our gamification solution maximizes opportunity for success.

Noble Gamification leverages two types of motivation: Intrinsic, personal desires to achieve and do well. And Extrinsic, tangible rewards to drive desired outcomes. Tapping into both types of motivation allows a contact center to better satisfy employee needs and foster an environment of achievement.

With features that drive competition, rewards, goals, status, recognition, collaboration, and learning/training, Noble Gamification creates an intersection between company objectives and employee activity and enhances employee engagement. This results in improved agent retention, customer satisfaction, and profitability.

Noble offers a truly unique solution – the only gamification platform that can be leveraged with a complete set of contact center, workforce engagement, and analytics technologies, all from the same ecosystem. Gamification + workforce management can reduce turnover and absenteeism and increase schedule adherence. Gamification + omnichannel communications and interaction analytics allows you to focus on all top-line productivity results. Leveraging gamification with other Noble technologies enables you to target a multitude of behavior outcomes across the business activity spectrum. But if you’d like to use Noble Gamification with solutions from other providers, no problem – our gamification platform is easily integrated.

Learn more about Noble Gamification:
noblegamification.com
About Noble Systems

Noble Systems is a global leader in the customer communications industry. Founded in 1989, we deliver award-winning contact center solutions for companies across many industries. Our customers value our consultative approach that helps identify needs, define requirements, set goals and find the right solution for their contact center. Our top-notch support teams assist customers with implementation, after-sale service, training, support and maintenance.

Our unified suite of inbound, outbound and blended omnichannel contact processing, interaction analytics, resource management, and compliance tools are built for companies of all sizes. Available in on-premise, cloud or hybrid configurations, our patented tools help you increase productivity, reduce operating costs and build a better customer and agent experience.

Highlighted by multiple customer and industry achievement awards, Noble Systems has consistently ranked number one in market leadership and best-in-class solutions, including analysis conducted by Frost & Sullivan and PACE.

Noble Systems is committed to providing the highest value, most flexible and feature-rich product solutions. We'll design the just-right solution for you and deliver unbeatable customer service, effectively guaranteeing your satisfaction. We'll do more, we'll do it better, and we'll do it for less.

Explore our complete Contact Center, Workforce Engagement, and Analytics suites: noblesystems.com