



CONTACT CENTER SUPPORT SUCCESS

New Product Roll Out Using Gamification and Microlearning

CASE STUDY

A financial services contact center had an initiative to expand support of a new product beyond their original SME team. They wanted to illustrate that game-based learning would drive a quicker ramp time for new reps and focused specifically on increase in first call resolution.

The MLevel Impact

PRODUCT KNOWLEDGE

An MLevel mission was created to focus on product knowledge and call handling.

MAXIMIZE DOWNTIME

Agents were able to play at their terminals and play kiosks were set up in break rooms to allow employees to participate when call volumes permitted.

FRIENDLY COMPETITION

Leaderboards create social accountability and friendly competition, keeping learners coming back to do better on each activity.

CLIENT IDEAS AND GOALS:

- Drive quick ramp time for support teams with new products or enhanced features
- Leverage kiosks to allow for play during downtime
- Promote leaders publicly to drive greater engagement

THE RESULTS >

11%
increase in issue resolution

5%
increase in first-time call resolution

17%
increase in representative knowledge base

700
hours of savings from a 24% reduction in total ILT time

3-4
hours of instructor-led training reduction, down to 20 minutes of self-prep