

The graphic features a central white text overlay on a teal background. The text reads 'Agent Gamification Dashboard' in a large, white, handwritten-style font, with the number '2' positioned below it. Below the main title is the subtitle 'Smiley faces – happy customers' in a smaller, white, sans-serif font. The background is decorated with various icons: a trophy on a pedestal, a target, a game controller, a magnifying glass, gears, a globe, and several hands. Dashed white lines connect these elements, suggesting a workflow or process. In the bottom right corner, there are two small UI elements: a play button icon and a search icon with the letters 'ST' and 'SE' respectively.

Agent Gamification Dashboard

Smiley faces – happy customers



Driving up CSAT (Customer Satisfaction Score) is one of the key ways we support Debenhams in delivering great customer experience, but it also ensures we provide ever more efficient operational delivery. Key to this success has been the Agent Gamification Dashboard – an innovative solution that gives agents the tools to drive up their own performance.

The Agent Gamification Dashboard fits into what has become an increasingly powerful suite of Capita solutions – This suite has been organically developed by Capita to improve customer experience from the ground up – because innovation has the best results when combined with employee engagement. The agent-gamification dashboard specifically, has been deployed with the Debenhams team for 18 months and has had excellent results.

The client is regularly reminded of the value it's providing. It's a very user-friendly dashboard and, for contact centre agents, easily accessible. "The smiley face graphic is so nice and simple. Agents feel motivated about a streak of good feed-back – when they achieve ten green Smiley faces in a row," says the General Manager, Anna Jackson. As a result, our Debenhams agent team is continuously improving, and gaining significantly better employee engagement scores against their past performance.



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Configure the tools to answer your needs...

Capita has utilised insight and analytics to reduce the contact to order ratio at Debenhams by identifying and removing long calls caused by process failures. The dashboard can be configured to suit your own challenges and your own business. The metrics can be changed on the Gamification Dashboard to hit other KPIs key to your business.

Voice of the Customer Insight, which complements the Agent Dashboard, uses text analytics to allow us to quickly identify a common issue, and its impact on customer satisfaction. It highlights the priority areas allowing management to quickly fix them quickly. For example if Mothers Day flowers are being delivered in a poor state, the analytics and insights tool can be deployed get the problem fixed quickly. This smart technology feeds straight back into the business. The more customer problems that are solved the more the business evolves as it focuses on the value-add contacts rather than the reactive resolution contacts.

“Our communication with our clients is constant.”
Anna says. ***“We are aligned with different Debenhams units and we’ve got personal relationships that make communicating with these teams openly and quickly possible when we see recurring customer issues. Then we own the problem together.”***



Driving continuous improvement, through people and technology

If an agent is top of the Gamification league with a run of 10 smiley faces, they will receive a reward. Once a month there is a “fabulous” award that recognizes their work and celebrates their success.

From a peak sales perspective Debenhams doubles the workforce but wants to drive performance rapidly amongst newer employees so there is no loss in quality. This is no mean feat, but our CSAT solution helps improve speed-to-competency, getting new joiners close to the existing team’s level faster.

In addition to the above speed-to-competency gains, approximately 60% of Debenhams’ sales are generated in the peak period. So speed of insight is vital so not to lose valuable sales. So when there is an issue i.e. when shoes were being sent out scuffed from the store, our text analytics tools pulled out the data. Our expert insight analysts then review the data collectively and quickly highlighted these issues to Debenhams and it was resolved it swiftly. Any recurrent customer issue can be resolved fast, giving the customers the outstanding service they expect, and keeping sales buoyant.

The Net Net

At Debenhams the rise in customer satisfaction was significant. CSAT went up 10% over an 8 week period. Operational performance has been tangibly improved with complaints down by 30% and revenue through sales has increased year-on-year.



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As the UK's leading provider of business process management and integrated professional support service solutions, our 73,000 dedicated staff across the UK, Europe, South Africa and India help make processes smarter, organisations more efficient and customer experiences better. We unlock value by applying talent and technology for you, your organisation and our communities.

Capita is quoted on the London Stock Exchange (CPI.L), and is a constituent of the FTSE 250 with 2016 revenue of £4.9 billion.

Further information on Capita can be found at:
www.capita.com