

# SALESSCREEN FOR OUTBOUND CONTACT CENTERS



 SalesScreen

[www.salescreen.com](http://www.salescreen.com)

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# INTRO

**In this eBook we will explore some of the major challenges that outbound contact center managers and employees face today. Our goal is to give an overview of the 4 major challenges and illustrate how to solve them with gamification and sales leaderboards.**

# Chapter 1



## How Gamification is Influencing Call Centers



More than 80% of employees feel that gamification makes them more productive, more engaged and happier at work.”

## INTRO

In general, outbound contact centers suffer from a poor reputation—rude salespeople, abysmal customer service and outdated practices. That’s why it is essential for managers to evolve with the times and incorporate new technology if they want to shake the reputation and pave a path to success.

Find out how outbound call centers are creating stronger cultures, increasing engagement and accelerating sales performance through the magic of gamification.

## Creating stronger company cultures



SalesScreen ‘does’ something to people, it has a positive influence on social interaction, inspires friendly competition and increases the visibility of our people.”

– Jonathan van Leersum, Operational Director, Convins

One of the primary struggles of contact centers is high employee turnover—they experience between **30-45% turnover rates**, on average. This leads to poor customer service, low morale, high recruiting costs and ultimately, toxic company culture.

When people are constantly coming and going, there is never a chance to build solid relationships or a harmonious office culture. It’s chaotic and extremely costly—both financially and socially.

With gamification, employee engagement increases, morale is improved and agents end up staying longer. People work together and celebrate each other’s achievements. Collaboration and knowledge sharing is encouraged. Thus company culture starts to improve.

## Empowering apathetic agents

Lack of motivation is another key problem in the contact center industry. Tedious, repetitive daily tasks and frustrated customers lead to burnout. Employees end up feeling annoyed and unappreciated. Gamification and digital leaderboards put the power back in the agents' hands—data entry becomes simple and efficient, easy to interpret and readily available.

Suddenly, they have a better understanding of how they (and their colleagues) are performing. The increased awareness leads to a desire for improvement, a greater sense of purpose and happier workers.



“ SalesScreen is something that people are genuinely into and look to for information and motivation.”

## Hitting key targets with ease

Not reaching KPIs is a problem for the contact center industry and many other industries alike. Often a shortage of transparency and little awareness on goals result in this outcome.

Through data visualization and gamification, managers are able to drive behavior on desired KPIs by providing employees with clear and tangible goals and **meaningful incentives** to hit targets.



We see clearly that our results are up by 20% in the weeks that we are running a competition.”

*Example: if John is a sales director in an outbound call center that focuses on insurance sales and John knows that his sales teams close deals on 1 in 7 calls, then he immediately knows that by increasing call volume (without diminishing quality), he will increase deals closed and revenue generated.*

*So, John sets up a leaderboard to show the top 20 agents who are making the most calls and another that shows the top 10 agents closing the most deals (by quantity, value, or margin). As a result, his teams are more aware of their daily numbers and of their impact on bottom-line growth.*



“90% of employees are more productive when they use gamification.”



## Breaking the cycle

It can be extremely difficult to break the cycle of monotony in a routine job and workplace. Performing the same tasks over and over—without any awareness of how you are doing and without incentives to perform them—leads to a high percentage of unhappy and disengaged workers.

Contact centers in particular tend to have low engagement and high turnover, so breaking the loop (lack of motivation >> staff turnover >> weakened company culture >> higher recruiting costs >> KPIs not reached >> lack of motivation...) is paramount for success.



This is where sales motivation software comes into play. Having TV screens throughout your office(s) keep everyone connected and excited. Running contests creates healthy competition and inspires people to improve their performance. Thus, work becomes fun again, company culture vastly improves and revenues soar.

# Chapter 2



## Solving Call Center Pain Points with Sales Gamification



Over 50% of startups say that they are now integrating gaming elements into their business strategy.”

## INTRO

In regards to outbound contact centers, sales gamification is a great way to solve many of the common pain points. If implemented properly, call center managers and employees will see improvements and reap the benefits.

We chatted with one of our top call center clients, [Convins](#), to discuss how sales gamification led to happier workers and better sales for their organization.

**Problem: Agents lack motivation and are disengaged.**

**Solution: Implement digital sales leaderboards and competitions to inspire better performance.**

One of the first things that Convins wanted to improve was their employee motivation. After introducing a dashboard with digital sales leaderboards and other relevant data, they noticed a huge difference in their employee engagement level.

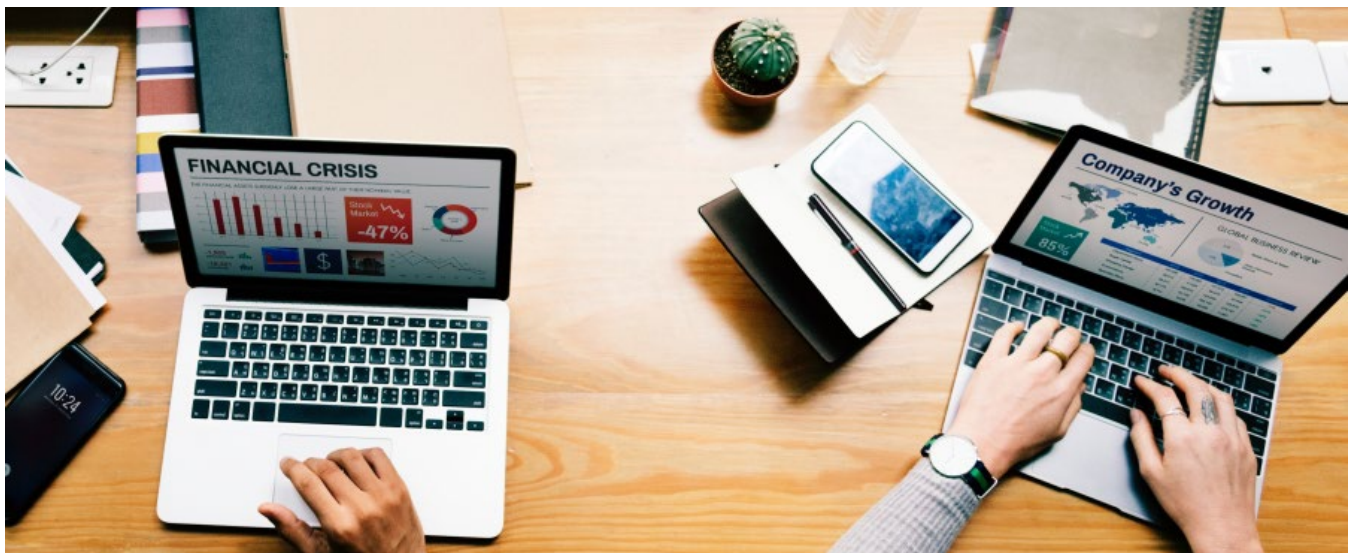
Running competitions has also contributed to higher engagement and motivation. People are reinvigorated to better their results and a sense of healthy competition creates a fun, ambitious atmosphere throughout the office. Convins even noted that their results increased by 20% in the weeks that they were running a competition.



*From Jonathan van Leersum, Operational Director, Convins:*

“If an appointment does not immediately appear on the screen, employees will come and ask why their appointment is not visible. This means they are engaged and looking at the screens, waiting for their name to appear. In the past everyone went to the physical leaderboard, situated in the hallway, to tally their appointments. That was the only time you saw the results of your peers.

Now everybody is confronted with their personal results and that of their coworkers in a positive way. Even when outside the office, people still check progress and like activities.”



**Problem: Toxic company culture due to frequent turnover and low morale.**

**Solution: Use SalesScreen to encourage collaboration and teamwork. Connect your teams throughout different offices/locations.**

Having transparency and awareness between managers and co-workers leads to a much healthier and more positive work environment. Since SalesScreen allows everyone to see each other's results and relevant company data, there is a sense of equality and openness that results in good overall culture within the company. Collaboration is encouraged and people feel more connected to each other.

Coworkers get to 'know' each other through the screens and are able to see what others are working on, this triggers them to appreciate each other.

With company dashboards and TV screen updates and celebrations, it is easy for everyone to stay informed and connected—even throughout different offices and locations. So if Dave makes a sale in the Trondheim office, everyone in the Oslo office immediately knows and can celebrate along with him.

**Problem: High turnover and difficulty recruiting talent.**

**Solution: Connect each activity to real-world incentives to develop mastery. Celebrate achievements and milestones together.**

High turnover rates is the number one problem for most outbound contact centers. Similarly, it is difficult and expensive to recruit talent and to come off as a desirable workplace. A way to combat this is by providing a path to learning.

By connecting activities to real-world incentives in order to develop mastery, you empower your employees to be better, which results in higher levels of job satisfaction. And if people feel like they are being challenged and have opportunities for growth, they are way more likely to stay in a job.

Celebrating achievements and milestones together with your colleagues also contributes to happier workplaces and better company culture, which, in turn, reduces turnover rates. Once this occurs, recruiting becomes less costly and it is much easier to find people that want to work for you.





**Problem: KPIs not reached.**

**Solution: Leverage data visualization and recognition to provide more awareness on targets.**

The major concern for many contact center managers is ensuring that they hit their targets on a regular basis. And without performance awareness, recognition or incentives it's not surprising that KPIs are consistently not met.

Data visualization changes the game by painting a clear and easy-to-interpret picture of the data and sales results. Suddenly people have a much better idea of how they are performing in comparison to their colleagues, and there is a spike in engagement and motivation—resulting in KPIs being reached.

Providing recognition is also a key factor in driving better performance and meeting goals. People crave recognition for their hard work, and a little can go a long way.

“ 83% of employees think it’s better to praise someone than give them a gift.”

Sales gamification is an effective tool for giving recognition to people when they perform well. If they make a big sale, it automatically pops-up on TV screens to alert their colleagues. Digital leaderboards reflect the top performers, and make it simple for managers to give the leader a “job well done.” Someone can win a competition and—in addition to a prize—receive acknowledgement for their achievement from managers and co-workers alike.



# Chapter 3

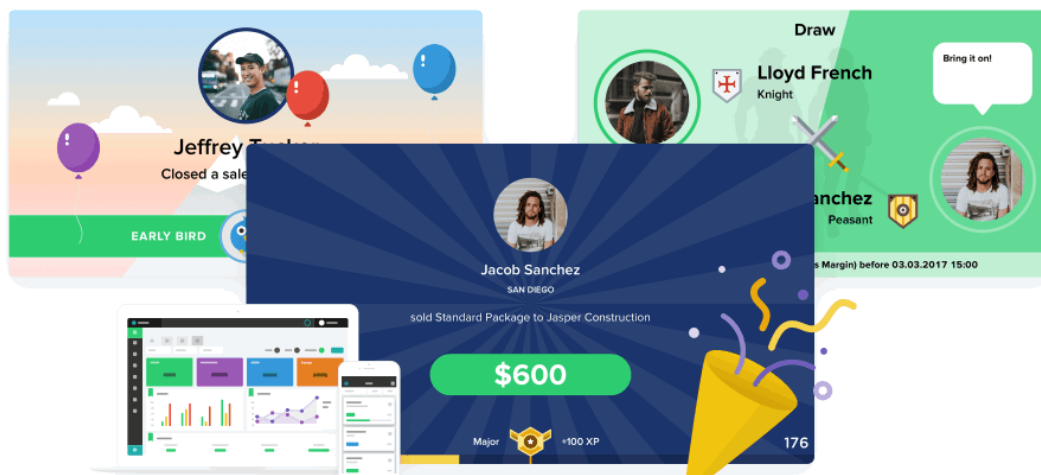


## **Why SalesScreen Is an Effective Sales Management Tool for Call Centers**

## INTRO

In our earlier blogs, we addressed how sales gamification is influencing call centers and solving call center pain points with sales gamification.

Now, we wanted to provide a bit more insight into how our solution can help your organization exceed your sales goals, by digging a little deeper into some of the key concepts mentioned earlier.



We'll explain briefly why data is key and how to get the most out of real-time insights. We'll explain how we help you celebrate key milestones. We'll discuss why digital leaderboards, fed by real-time data, are outpacing traditional whiteboards and driving better performance. And we'll explain how we use specialized sales contests to ensure that you're driving activity on the goals that matter most while at the same time keeping them fun by implementing randomness and chance.

## Data visualization

In order for data to be valuable, it needs to be easy to visualize and understand for everyone. You need to be able to draw connections between your operations and the results of that work to fully understand how to better your organization. If you are using outdated resources, it will be nearly impossible to do this due to the nature of today's fast-paced information stream. To be successful, you need to see live information and make data-driven decisions.

**Data visualization allows you to do make necessary adjustments quickly because you can see how your active operations drive change rather than waiting on the reports to come in.** SalesScreen allows you to combine that real-time data with insight to finally understand WHY sales are lagging—for example, maybe another call center started running a big promotion or your sales reps are spending too much time trying to turn a “no” into a “yes”, and you may want to design a strategy to tackle these new challenges as quickly as possible.

In SalesScreen, you can create dashboards of your most important data, stream KPI information to TVs, use leaderboards to show top performers and always ensure you are staying updated with push notifications and mobile data on our app for iOS and Android. The more you can make your data intuitive and transparent, the easier it is for your teams to crush their targets.

## Celebrations

When everyone is busy at work, achievements that deserve a celebration can easily be overlooked, leaving employees feeling unappreciated and disengaged. Pop-ups on TV screens are a fun way to recognize accomplishments and celebrate milestones together.

With SalesScreen, celebrations (along with a personal soundtrack) are broadcast in real-time on TV screens across your offices, allowing the whole team to work as one—and people to be properly acknowledged for a job well done. The customization aspect of SalesScreen celebrations makes it more than just a standard recognition program and adds priceless value for employees. If you want to blast *“All I Do is Win”* when you make a big sale, go for it!

In addition, you can pop champagne, land a rocket on the moon or cash out on the slot machine as just a few of the ways SalesScreen celebrates your biggest notifications. While all of your sales reports will show on TV, some deserve a little extra recognition. [Milestone Event celebrations](#) are SalesScreen’s way of providing that extra congratulations for the completion of key sales tasks. In addition, they come with customizable badges that will be added to user profiles, letting everyone earn bragging rights and show off their collection.

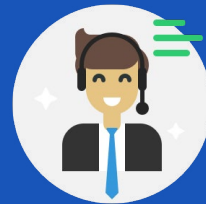
For some added fun, you can even celebrate with a YouTube video of your choice. Check out our [monthly top 5](#) for some inspiration.

## Leaderboards

There's good reason why you see leaderboards in everything from sports to education to business—they're fun, easy to interpret information from and they inspire higher performance.

### BENEFITS:

- ✓ Greater motivation
- ✓ Increased transparency
- ✓ Higher employee engagement
- ✓ Better grasp on key metrics



People are naturally competitive, so seeing where they rank in comparison to their co-workers and peers is an effective motivational tool to inspire personal and professional improvement. And with unmotivated agents being one of the major pain points in the real estate industry, leaderboards are a fitting solution.

SalesScreen lets you decide how you want to visualize your data and what leaderboards to highlight on dashboards and screens. For example, maybe you want a leaderboard showing top sales for your callers and another showing the best performing team. Depending on [what's most important to your organization](#), you can adjust leaderboards and visualization accordingly.

We put our own unique twist on leaderboards and let you display what you want, how you want with a nearly endless list of slides and customizations to choose from—one of our most popular features with our customers.

## Competitions

Running competitions is a fun way to increase activity, performance and ultimately profits. It's a great way to give incentives and make daily work tasks more exciting and engaging for agents.

And you don't have to have huge prizes in order to motivate your salespeople; they simply enjoy the thrill of the chase and the [recognition from performing](#). **Individual competitions are a great way to drive behavior on a desired goal and team competitions are a great way to boost collaboration, coaching and team spirit.**

As we all know, competitions aren't much fun if the same people are always winning. So, we implement randomness and chance into many of our [sales contest modules](#) in order to spice things up a bit.

For example, rather than always rewarding the person who sells the most, you can issue lottery tickets based on percentage of value sold, and then hold a random drawing at your Friday meeting. Or, you can "roll the dice" to double or triple your report score. You can even have time-based competitions where the person who hold the trophy the longest is the winner. No matter what your goals, we have tons of way to ensure that you are motivating not just the top 10%, but the entire sales department.



SalesScreen offers a variety of customizable competition templates that are sure to keep things interesting for your staff. When creating a new competition, here are some best practices to follow.

- Track a variety of metrics
- Offer different prizes
- Run individual and team competitions
- Themes!
- Get employee feedback

In addition to competitions, in SalesScreen you can challenge your colleagues 1-on-1 with battle mode. You can choose the type of activity that you want to compete on, which product (or all), set a goal and quickly send the invite on both web and mobile app.

**Raise the stakes as much as you want and see who buys lunch or beer on Friday.** Create any bet you want, or none at all.

How you use this fun social feature is completely up to you. But be warned, when the competition ends, the winner and loser will be broadcast on TV's all across your offices (if you choose)!

For some contest inspiration, check out this [blog](#).

## SUMMARY

SalesScreen is a powerful sales tool to help you drive performance on key metrics. We want to help you build stronger culture, happier teams and more productive workplaces. Gamification is a brilliant way to make dull and boring everyday tasks, such as data entry or cold calling, a whole lot more fun.

As a result, you'll have more [motivated employees](#), lower turnover, more celebrations and happier customers.

To learn more, [schedule a demo](#) today!