

Newgen's gamification

Application for Employee Engagement

Overview

In the rapidly evolving business world, you must build a motivated and productive workforce. The age-old legacy models to drive end-user engagement do not go well with the millennial workforce. The new-age users expect a dynamic work environment to be able to work efficiently and make meaningful progress.

Considering this, you must think strategically and leverage technology to introduce some innovative employee engagement programs.

Gamification is one of them - a new-age concept of keeping employees motivated while using gaming as a medium. You can create a game-like experience for employees during their work period. This approach promises to infuse energy into employees and instills confidence, keeping them competitive, while improving their performance and boosting their productivity.



Core Operational Challenges Faced by Business Leaders

- Low workforce productivity
- Unsatisfactory performance
- High attrition rate
- Limitation on up-skilling and cross-skilling proficiency
- Lack of responsiveness towards work
- High turnaround time (TAT)
- Lack of awareness on given targets
- Errors in transactions
- Boredom due to the monotonous nature of tasks
- Lack of self-evaluation

All the above challenges end up hurting customer experience.



Newgen's Gamification Application for Employee Engagement

Newgen's gamification application leverages game design elements to provide game like experience to your users while making their everyday tasks more engaging. The gamification application, built on a digital automation platform, is powered by cutting-edge technologies.

The application enables you to pre-define business objectives and rules to optimize three crucial aspects of business operations, namely effectiveness, efficiency, and people skills. Leveraging the application, your users can track their progress in real time, get instant notifications when they achieve their goals, get insights into the performance of their colleagues. Further, the application helps global inhouse centers and business process outsourcing organizations (BPOs) in speeding up routine processes and enabling employees to deliver smarter results.



Newgen's Gamification Application for Employee Engagement Model



Game Play

- Objective of the game
- Duration of game



Game Information

- Applicable process
- Tasks and challenges



Game Mechanics

- Rule and points definition
- Player levels and missions



Workflow

- Initiate game play
- Active games
- Suspend game
- Inform stakeholders



Dashboard

- Leadership board
- Badge dashboard
- Process wise dashboard
- Game dashboard
- User dashboard

Digital Automation Platform

Gamification can be used for:

- Optimizing processes
- Improving process efficiency
- Motivating employees
- Engaging employees
- Educating employees
- Attracting young talent



Core Capabilities of the Application

Game Design Techniques

- Competition and cooperation among users (leaderboard and teams)
- Engagement and feedback loops (points and badges)
- Player journey (missions, badges, and levels)
- Rewards (status, recognition, and tangible rewards)

Game Mechanics

- Rules, points, levels, missions, leaderboard, and badges configuration
- Accolades and feedback notification

Game Rules

- Definition settings for transactions, turnaround time, etc.

Game Elements

- Employee relationship and social dynamics
- Narrative and progression
- Motivation and habit formation
- High responsiveness

Badges, Achievements, and Rewards

- Gamification badges, level of players, and rewards allocation

Game Play

Game Id * 16Game Objective * TPD - FTRFrom Date * 27/02/2020 12:13:26To Date * 31/03/2020 18:00:00

Game Information

Process Name * APCoverage * AP_InitiationMode of Initiation * ScanPlay Group * None selected

Additional Filters

Filter NameFilter Value

Game Mechanics

Rule Definition

Rules *Rule NameRule Type

Transaction Per DayValue BasedFirst Time RightValue Based

Achievement Details

Points FromPoints ToLevel of the Player

15Intermediate610On Target1120Achiever

Approval Details

Approver NameApprover Mail IdApproval StatusApproval Date

mohamohanapriyan.r@newgen.co.inNot Approved

Action

Action *☒ Suspend☐ Cancel

Comments *

SubmitComments History

Game Console





Business Benefits

Behavioral Benefits

Bring intrinsic motivation amongst users towards work, decision-making, and proactive learning

Adoption

- Faster adoption
- Change management

Engagement

- Improved collaboration
- Cross-team synergy

Skill development

- Up-skilling and cross-skilling
- Knowledge retention

Operational Benefits

Intervene directly in daily operations through game mechanics and gain 360-degree visibility

Effectiveness

- Improved quality of output
- Reduced rejection of activities in the workflow
- First-time-right

Efficiency

- Improved productivity
- Faster TATs
- Adherence to process service level agreements



NEWGEN

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Newgen Software is a vendor/provider of business process management (BPM), enterprise content management (ECM), customer communication management (CCM), document management system (DMS), workflow and process automation software. The company has a global footprint in over 66 countries with large, mission-critical solutions that have been deployed in banks, insurance firms, BPO's, healthcare organizations, government and telecom companies.

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April, 2020

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