

## Snowfly's Pilot Incentive Program Yields Great Results for a Large Call Center

Working as a customer service agent in a call center can sometimes be a tough assignment. Agents handle hundreds of calls a day, many of which come from people who are upset or concerned. In these situations, it's essential that agents stay calm, positive, and upbeat. Call Center leadership is constantly working to ensure a high standard of customer service for their customers

### MEETING THE CHALLENGE ... ENTER SNOWFLY

A U.S.-based call center who handled calls for an international, high-profile retail client was looking for something "outside the box" to increase customer satisfaction, so it approached Snowfly. Snowfly, based out of Laramie, Wyoming, offers and supports a complete workforce incentive system consisting of cloud-based software, motivating rewards, and consultative services. This call center tasked Snowfly with developing, implementing, and supporting a cutting-edge employee incentive program. Its purpose? To motivate agents to better handle calls and improve their customer satisfaction (CSAT) scores.

Snowfly's first order of business was to identify the outcome that the call center hoped for. In this case, the contact center wanted more agents to get CSAT scores of 6 or 7 and significantly reduce all scores of 5 or lower. Scores range from 1 (low) to 7 (high).

Agents at this call center were divided in to two groups:

- **Pilot Group.** Low-performing agents who consistently received the lowest CSAT scores.
- **Control Group.** The rest of the agents.

During a specified trial period, the pilot group would receive incentives via a Snowfly-managed program; the control group would receive incentives via other established methods. This would clearly demonstrate to the call center whether the Snowfly incentive program was effective or not.

### THE REWARD ZONE GAME DRIVEN INCENTIVE PROGRAM

Snowfly worked with the call center leadership team and developed the REWARD ZONE Gamification System. This system provided incentives to the pilot group during the trial period.



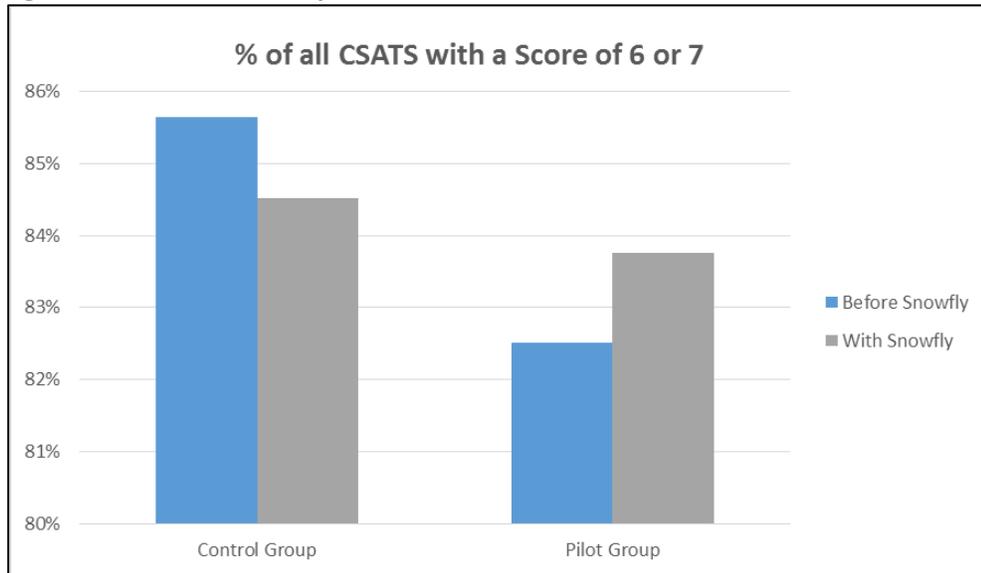
1. On a daily basis, the call center sent a report to Snowfly listing the CSAT scores of all agents. If an agent in the pilot group received a CSAT score of 6 or 7 on their post-call survey, a personal cloud-based account was automatically credited with 3 or 5 electronic game tokens, respectively. Agents who received a score of 5 or less did not receive any game tokens. Agents in the pilot group could easily access their cloud-based accounts by PC or mobile phone, review a history of their CSAT performance and keep tabs on how many game tokens they had earned.

2. Agents used the game tokens to play several online games, each of which would yield a random number of reward points from 2 to 5,000 valued at \$.01 per point. While the average number of reward points awarded was 40, agents could win up to 5000 points (\$50) on a single play! But even if they didn't win that much on one play alone, they had plenty of game tokens for multiple plays. The unpredictability of the number of reward points won definitely made things exciting for the participating agents. They could start earning extra spending money immediately!
3. Reward points were converted to U.S. dollars daily and agents could transfer that money to their personal debit cards, received as part of the REWARD ZONE program. A personal debit card with an increasing amount of cash available was quite motivating especially since the card could be used to purchase anything! Because of the frequent incremental incentives and quick delivery of money to their debit cards, agents could easily grasp the direct relationship between good CSAT scores and desirable rewards.

## TERRIFIC RESULTS

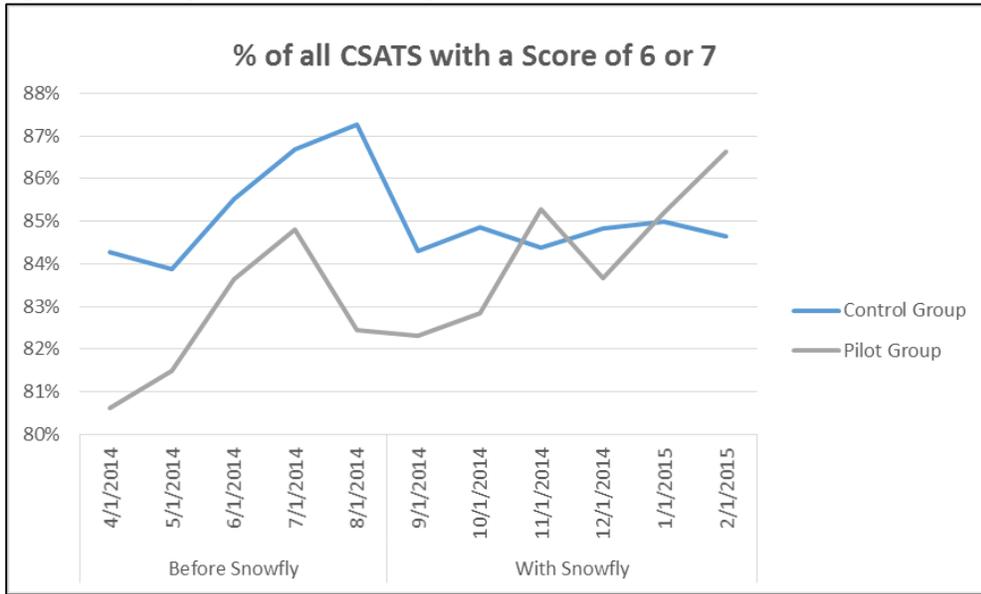
The motivation from the incentives is apparent upon examination of the CSAT scores of all agents involved in the Snowfly trial program from the first day to the last – both the pilot group that received incentives and the control group that did not. Keeping in mind that both groups worked the same shifts, during the same period of time, and dealt with the same external factors, it's clear the Snowfly incentive program had a real impact!

**Figure 1. % of all CSAT Surveys that Received a 6 or 7**



As shown in **Figure 1** above, the percentage of CSATs with a score of 6 or 7 (desired) increased by 1.25% for the pilot group. However, the percentage decreased by 1.12% for the control group. This is a difference of +2.37%. Considering the HUGE volume of calls handled each day, this small percentage change in a positive direction actually represents a large number of satisfied customers!

**Figure 2. Monthly % of all CSATs Surveys with a Score of 6 or 7**



**Figure 2** above shows, prior to Snowfly, the pilot group historically had a lower percentage of desirable CSAT scores than the rest of the agents in the call center. However, as soon as Snowfly launched, the pilot group started closing the gap. Eventually, they even out-performed the control group.

**Participant Survey:** At the end of the trial period, a survey was administered to the pilot group. One hundred percent of the pilot group said they felt the REWARD ZONE Gamification System had increased the recognition they received on the job, and had helped them focus on their CSAT scores. They loved the program!

**Quotes from Pilot Group Participants**

*“I love the games and how it engages me in seeing my accomplishments turn into money... it provides tangible proof that my efforts are valuable”*

*“I love being rewarded for my surveys. It helps me be more confident on my calls. It’s put extra spending money in my pocket and I love it. I love being able to load it right onto my [debit] card. I also love that we get more tokens on a daily basis. This keeps work fun and fresh!”*

*“Makes me more aware of the customer service I am providing. In the back of my mind I’m always thinking ... ‘this could mean more money’! “*

**THE FINAL CONCLUSION**

The Snowfly incentive program was created to focus on the lowest-performing agents and it definitely did that – bringing up their scores considerably.

Imagine what would could happen if all the agents at the call center, not just the lowest-performing ones, were to participate in such an incentive program. Who knows what those CSAT scores would be? And who knows what impact it might have on customers and revenue?

**Snowfly incentive program are not just for the lowest performers – they motivate everyone!**

## **LEARN MORE**

**Learn more about Snowfly and how we can help your Contact Center.**

This [90 SECOND VIDEO ANIMATION](#) provides a high level introduction to Snowfly and our approach to employee incentive programs

[FILL OUT THIS FORM](#) and representative of Snowfly will contact you to arrange a demonstration

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