

PLAYFULLi

GAMIFICATION FOR GOOD

Employee engagement in contact centres is a real problem and simply putting the same measurements in flashy platforms will not yield long term results.

Adding badges, points and leader-boards to drive performance without any consideration for people is actually kind of cheesy.

That's where Playfulli can help. We use behavioural science to create engaging, sustainable gamification frameworks.

In short we do **gamification for good**.



Did you know?
Only 25% of contact centre staff consider themselves engaged!

GAMIFICATION CHEMISTRY



Dopamine

Kicks in when you reach a goal or score points



Serotonin

Boosts your mood when you feel important and safe



Oxytocin

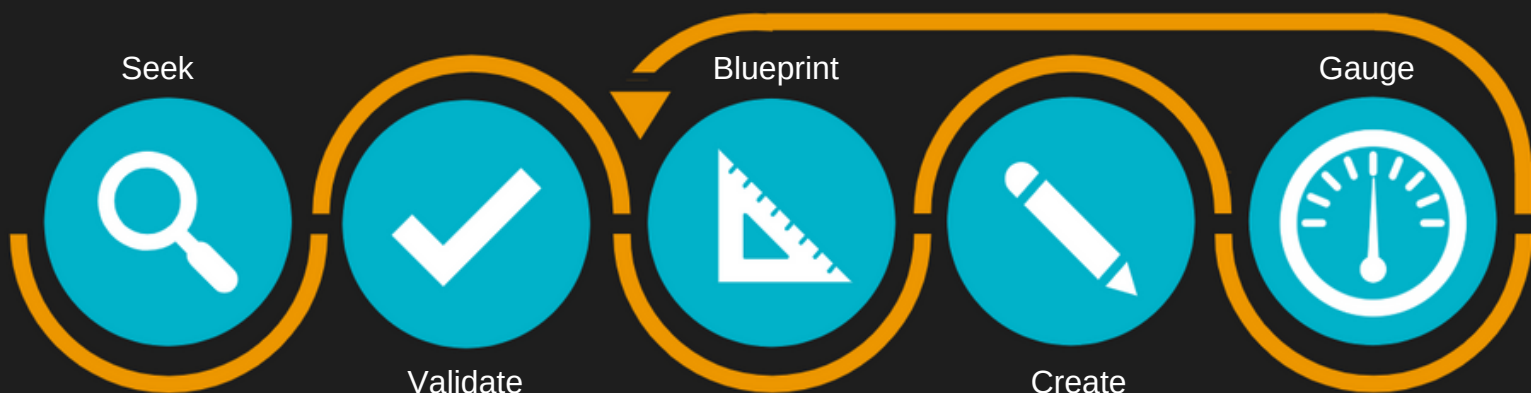
Comes alive when you cooperate with others and when trust is formed



PLAYFULLi

Gamification plays at the intersection of happier workplaces for everyone

WE PLAY WELL WITH OTHERS



We **seek** to understand the goals of the business, people and processes, **validate** our discoveries, **blueprint** the gamification concept, **create** and prototype and educate before a launch. Then we measure and **gauge** the success and adjust where needed to keep the program fresh.

HOW WE PLAY

LEARN

through play about gamification and other topics

LAUNCH

from selection to design & implementation we're here to help

LEVERAGE

our capability to run your program full time