

4 Key Areas Where Financial Services Can Benefit from Gamification



Gamification can boost performance for financial services organizations beyond the contact center.

Many companies find that looking at benefits by job function helps them involve the entire organization in the decision-making process:

CONTACT CENTER STAFF

Happy employees are more motivated to perform better and are more productive. Gamification makes work more enjoyable and improves employee engagement. It also makes training more interactive and engaging, so employees are more knowledgeable, and can better serve customers - helping them achieve their own goals more quickly.



1

MARKETING

Specific KPIs for brand awareness, customer engagement, and demand generation can be gamified to help meet corporate goals and objectives. In addition to keeping marketers focused on the right activities, meeting milestones and completing goals helps marketers stay motivated, more engaged, and more productive.

2

SALES

Gamification accelerates onboarding, high performance, and goal attainment, and builds confidence and motivates sales teams to reach their full potential faster. Firms can gamify training activities to ensure accurate forecasting and sales assessment. Tracking and gamifying KPIs for the sales team can help them meet goals and targets more quickly.

3

4

PRODUCT DEVELOPMENT

Gamification can help firms build more enthusiastic development teams that keep employees more satisfied and demonstrate excellence in product development.

Encouraging friendly competition, collaboration, and knowledge-sharing is essential to achieving product goals and objectives and delivering quality new products, value-adds, and innovative upgrades on time.



Financial institutions are facing constantly changing demands. To keep up in a highly competitive environment, they must invest in customer and employee-centric technologies to continually motivate and engage their teams. Gamification offers proven technology to enable the financial services sector to triumph over these challenges.



To learn more about the benefits of gamification for Finservs, read our ebook.

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