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Noble Gamification Receives 2020 CCW Excellence Award
for Workforce Innovations Solution of the Year

Melbourne, AU – 4 September 2020: Noble Systems, a global leader in omnichannel contact centre technology solutions, is excited to announce that its innovative Noble® Gamification solution has received the **2020 CCW Excellence Award for Workforce Innovations Solution of the Year**. The Awards were presented at the CCW At Home 2020 Virtual event.

Noble Gamification software helps companies increase employee engagement, resulting in increased productivity and reduced attrition across the generational spectrum of agents and at all organisational levels. Gamification technologies use challenges and competitions to make it easier to train and motivate team members by recognising achievements and rewarding them for meeting business goals. Three key differentiators that help Noble stand out from other vendors' gamification products include:

1. **Competitions.** Competitions are a key motivator for agent engagement. Noble Gamification allows for endless variation of competition, such as agent versus agent, team versus team, location versus location, or user-defined group versus user-defined group. Competitions are easy to set up or change on-the-fly and encourage agent participation.
2. **Ease of Use.** Supervisors can quickly and easily add on any number of contests or games, in real-time or scheduled, often with a few mouse clicks. It is also easy for award recipients to redeem points for rewards (monetary and non-monetary). For coaching and learning, results are integrated into scorecards, which make it very easy to see where agents are in terms of guidance needs. Additionally, the platform has an integrated learning management system, with game mechanics applied to easily facilitate agent training.
3. **The Normalisation Engine.** Noble Gamification has the ability to gamify anybody. The integrated platform normalises the process of recognising and rewarding employees, regardless of tenure and experience in the organisation and ties opportunity and reward across the organisation, from agents and supervisors to business unit leaders and executives – going beyond the contact centre to reach across the entire organisation. Because everyone has a stake and can be given recognition, it also motivates supervisors and team leaders, and allows for executives to participate directly by giving rewards and recognising achievements whilst having visibility into performance and results.

The CCW Excellence Awards honour, recognise and promote individuals and teams who have made a commitment to driving superior contact centre and CX performance. The awards are dedicated to recognising world-class thinking, creativity and execution across the full spectrum of contact centre functions.

"We're excited that Noble Gamification continues to be recognised across the industry for its impact on workforce engagement", said Chris Hodges, SVP sales and marketing. "The product's unique approach creates equity and normalises KPIs across disparate groups and campaigns and includes built-in redemption tools to quickly deliver rewards. Noble Gamification brings customers a wealth of benefits, from exceptional agent and supervisor engagement to significant cost reductions".

About Noble Systems

Noble Systems is a global leader in the customer communications industry, providing innovative solutions for Contact Centre, Workforce Engagement, Analytics and Gamification technologies. Tens of thousands of agents at client installations worldwide use Noble platforms to manage millions of customer contacts each day. Noble offers a unified suite of inbound, outbound and blended omnichannel communications, strategy planning, resource management and compliance tools for companies of all sizes. Our premise, cloud and innovative premise/cloud hybrid platforms include ACD, predictive dialling, blended processing, recording and monitoring, IVR, messaging, interaction analytics, robotic process automation and decisioning, workforce management and gamification. With a portfolio of 210+ patents and growing, Noble leads the way in pioneering solutions for the contact centre market. For more information, contact Ashley Clayton at +61 (0) 3 9008 1700 or visit www.noblesystems.com.

About CCW

Started in 1999 as Call Centre Week, CCW is the world's largest customer contact event series. With the balance of conference and expo, CCW is the place where customer care, CX, and contact centre leaders come together. In 2018, the event introduced a new look as Customer Contact Week. CCW is brought to you by the Customer Management Practice – the Analyst, Advisor, and Industry Network for all things Customer Management. For more information, visit https://www.customercontactweekdigital.com/.

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