

Welcome Back

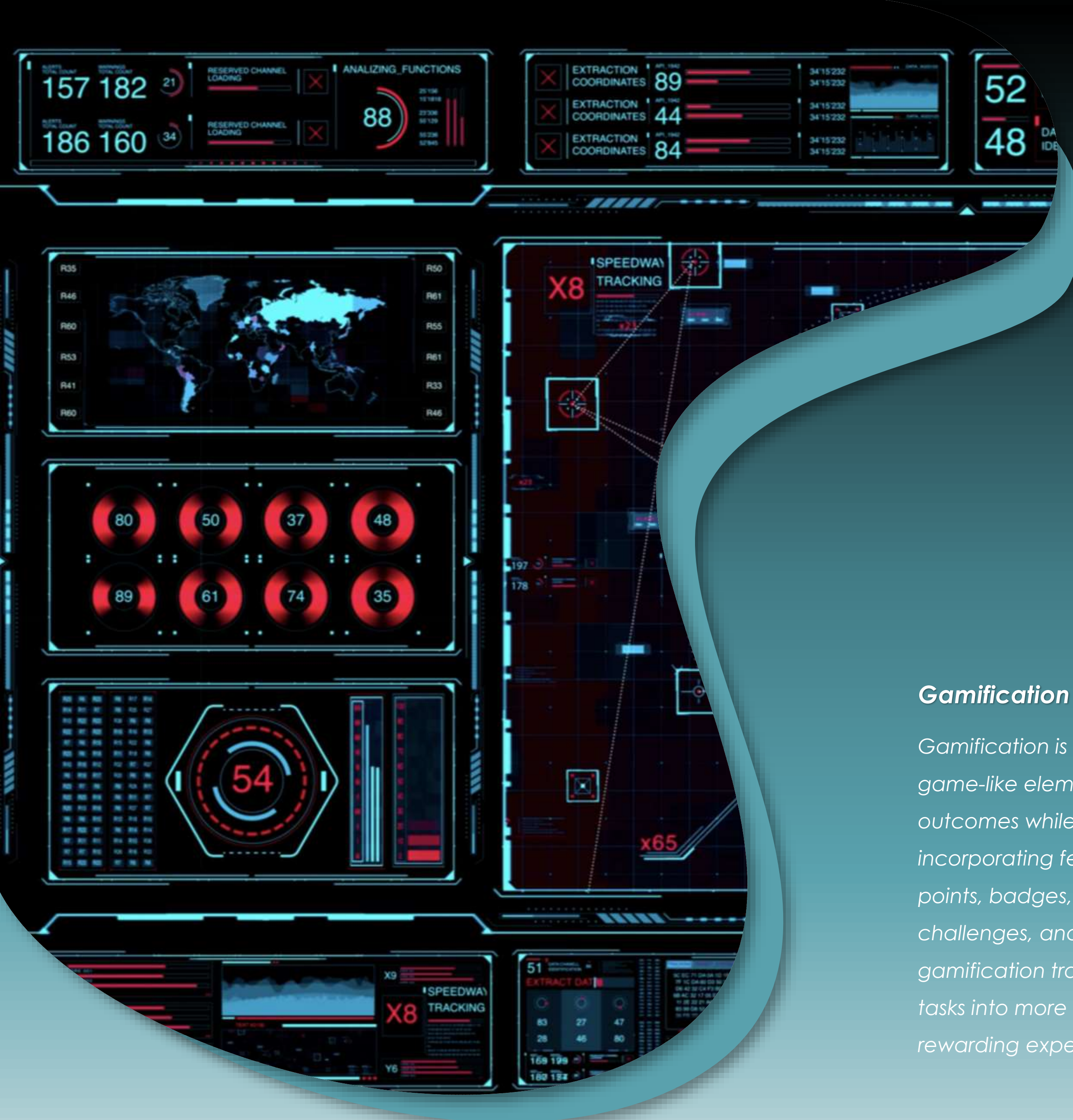
Breakout Session 2

***Mission:
Possible***



Breakout Session 2

***Spy Games: Using Gamification
to Improve Contact Center
Performance***



AGENDA

Spy Games: Using Gamification to Improve Contact Center Performance

Gamification

Gamification is all about using fun, game-like elements to improve outcomes while raising morale. By incorporating features such as points, badges, leaderboards, challenges, and progress tracking, gamification transforms routine tasks into more enjoyable and rewarding experiences.

- Welcome and Introductions
- How Gamification Supports CalSAWS Objectives
- San Diego Gamification Experience and Successes
 - Agents-of-Influence
 - Mission: Possible
 - Motivation Unlocked
 - Competition Codebook
- Audience Gamification Participation
- Closing and Key Takeaways

Buzz Word Bingo

- In your mission packet you should have received a **Buzz Word Bingo** card.
- Make sure to mark off words used by Top Agents that correspond to your Buzz Word Bingo card
- We don't want to disrupt our Top Agents, so please **don't** shout BINGO when you have completed your card.
- Once you have completely marked off all the words on the card, **raise your hand** so that one of our operatives can check your card.



Get Your Card and Play Today!

Improving Contact Center Performance

How Gamification Helps Meet Objectives



Objective 2: **Streamline Administrative Processes**

This objective includes reducing the time spent on administrative tasks by eligibility staff through automation. Assisting with the accuracy of data entry, imaging, and processing in the system through error checking/quality control alerts. Workload management and Inter-county transfers (ICTs) would also fall under this objective.

- ✓ Establishes achievable Key Performance Indicators at all levels
- ✓ Tools allow staff (both in office and working remotely) to measure success
- ✓ Work accomplished timely
- ✓ Improved customer service

Improving Contact Center Performance

How Gamification Helps Meet Objectives

Objective 4:
**Enhance Reporting,
Analytics, and
Client
Communication
Capabilities for
Greater Flexibility
and Insights**

This includes improved ad hoc reporting functionality and evaluating current reporting needs. Streamlining to client correspondence/notices.

- ✓ Timely feedback from customers ensures **training is current and reinforce excellence**
- ✓ Reports and Dashboards keep staff (both in-office and working remotely) well informed and on target



Presentation Team



County Special Agent

**YENISSA
SALGADO**

Code Name: Mint Sanction Maverick

Assignment:
Chief Agency Operations

Specialties:
Accuracy/Stability/ Challenge

Current Location:
Undisclosed, USA

Random fact:
Can live off pizza!

Our Top Agent

Panel Members



County Special Agent

**NINA J.
OLIVAS**

Code Name: Turquoise Exception Bureau Chief

Assignment:

Human Services Program Manager

Specialties:

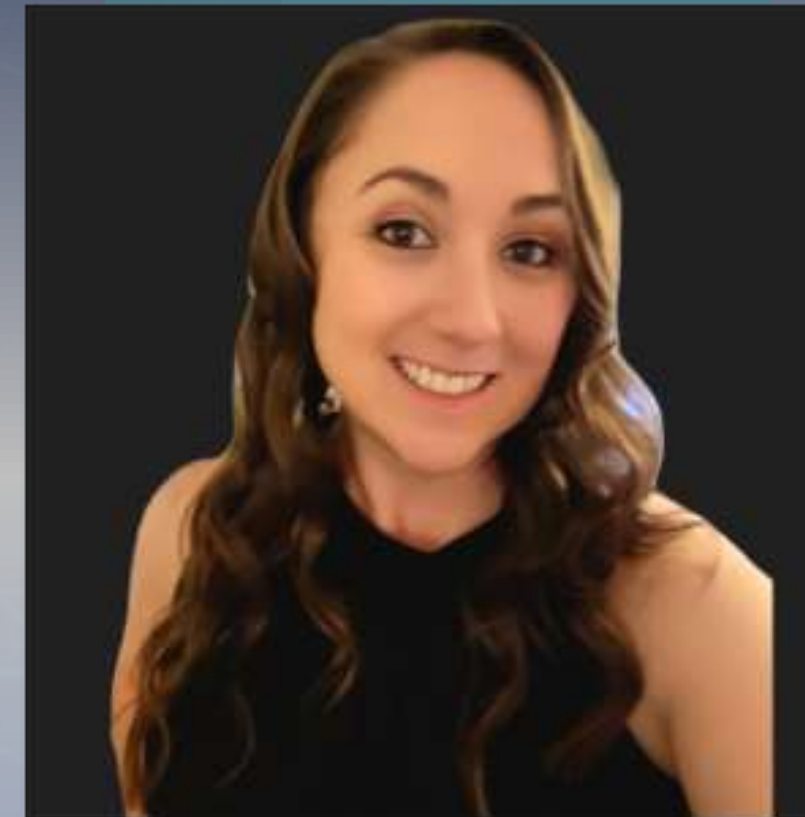
Enthusiasm/Action/ Collaboration

Current Location:

Undisclosed, USA

Random fact:

Twin Mom



County Special Agent

**CASEY
BARTOLOMUCCI**

Code Name: Salmon Cash Bureau Chief

Assignment:

**Human Services Program Manager,
Access**

Specialties:

Collaboration/Support/ Stability

Current Location:

Undisclosed, USA

Random fact:

Dog Mom

Our Top Agents

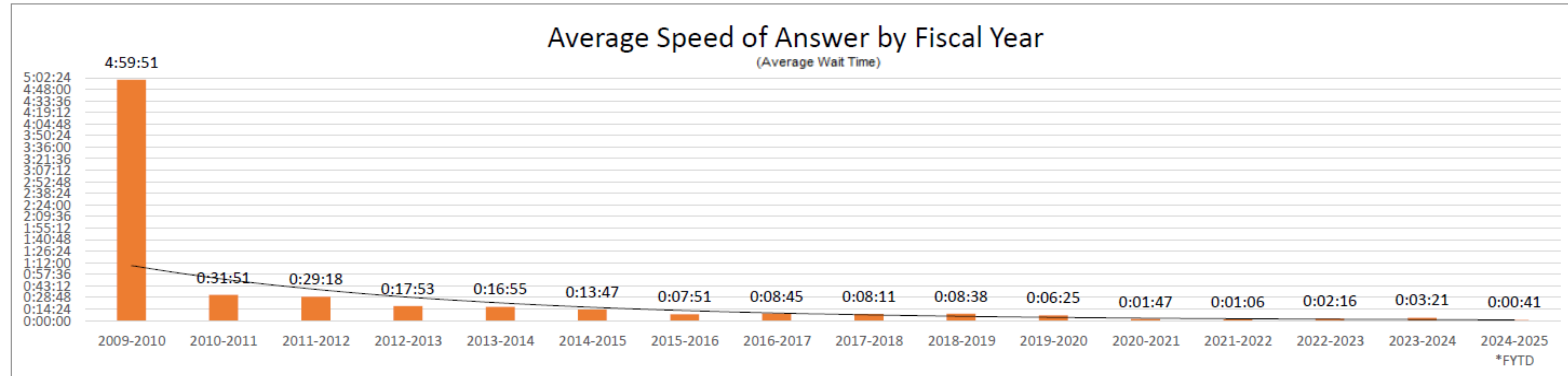
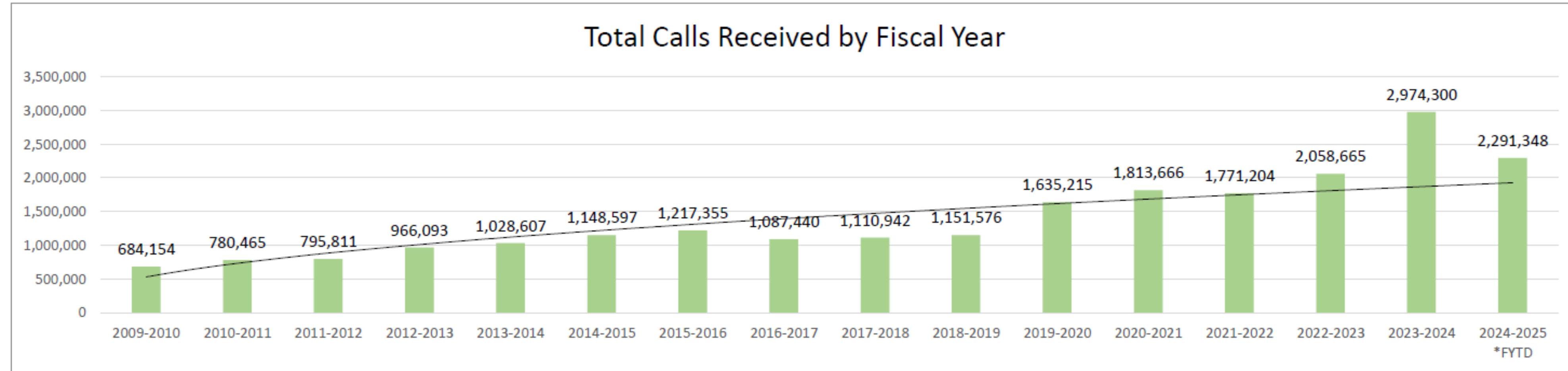
The logo features the words "Mission:" and "Possible" in a bold, sans-serif font, with "Possible" in a teal color. It is set against a circular background with a teal-to-white gradient and a subtle geometric pattern.

Mission:
Possible

San Diego Gamification Experience and Successes



FY 2009 - 2025 Access Customer Service Center Historical Performance



Assignment 2018: Where We Were

- 1.1 Million Calls per Year
- 8:38 Average Speed of Answer (ASA)
- One Tier System
- Outdated Targets
- No Gamification



Agents-of-Influence

Prepared for change and challenges by building a coalition that:

- ✓ Understood the vision
- ✓ Provided valuable input
- ✓ Spread the message of change!



Access Customer Experience and Services (ACES) Group

Agents-of-Influence

- ✓ Confronted challenges head on – *solution forward!*
- ✓ Created leaders advocating for change!
- ✓ Followed up to celebrate achievements!



Union Stewards Meeting

Access Advisory Team (AAT)



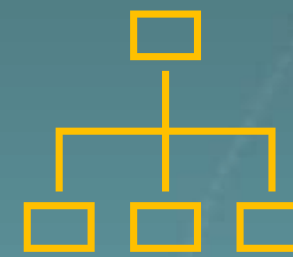
Mission 2019: Operation Unthrottled



Goals

Triage customers to get them out of the queue efficiently

Determine the number of staff needed for our all volume



Implementation of a Two-Tiered System

Tier 1 – General Information

Tier 2 – Eligibility Processing

Unthrottled Queue – No Max Queue Depths



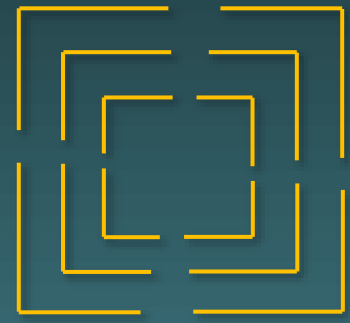
Outcomes

Staffing resources where needed

40% of customers assisted in Tier 1

Wait times reduced!

Mission 2019: Operation Unthrottled



Resetting Targets

- Access Task Processing List
- **Tier 1** – 8 Minute AHT
- **Tier 2** – 17 Minute AHT
(14 min ACD/3 min ACW)
- **21 Calls**



Introduction of Gamification

- Coins for 21 calls/day
- Coins for maintaining average AHT
- Club 21



Positive Results

- Streamlined Processing
- Clear, Achievable Goals
- Increased Productivity!

Mission 2021: Operation Deciphering Data

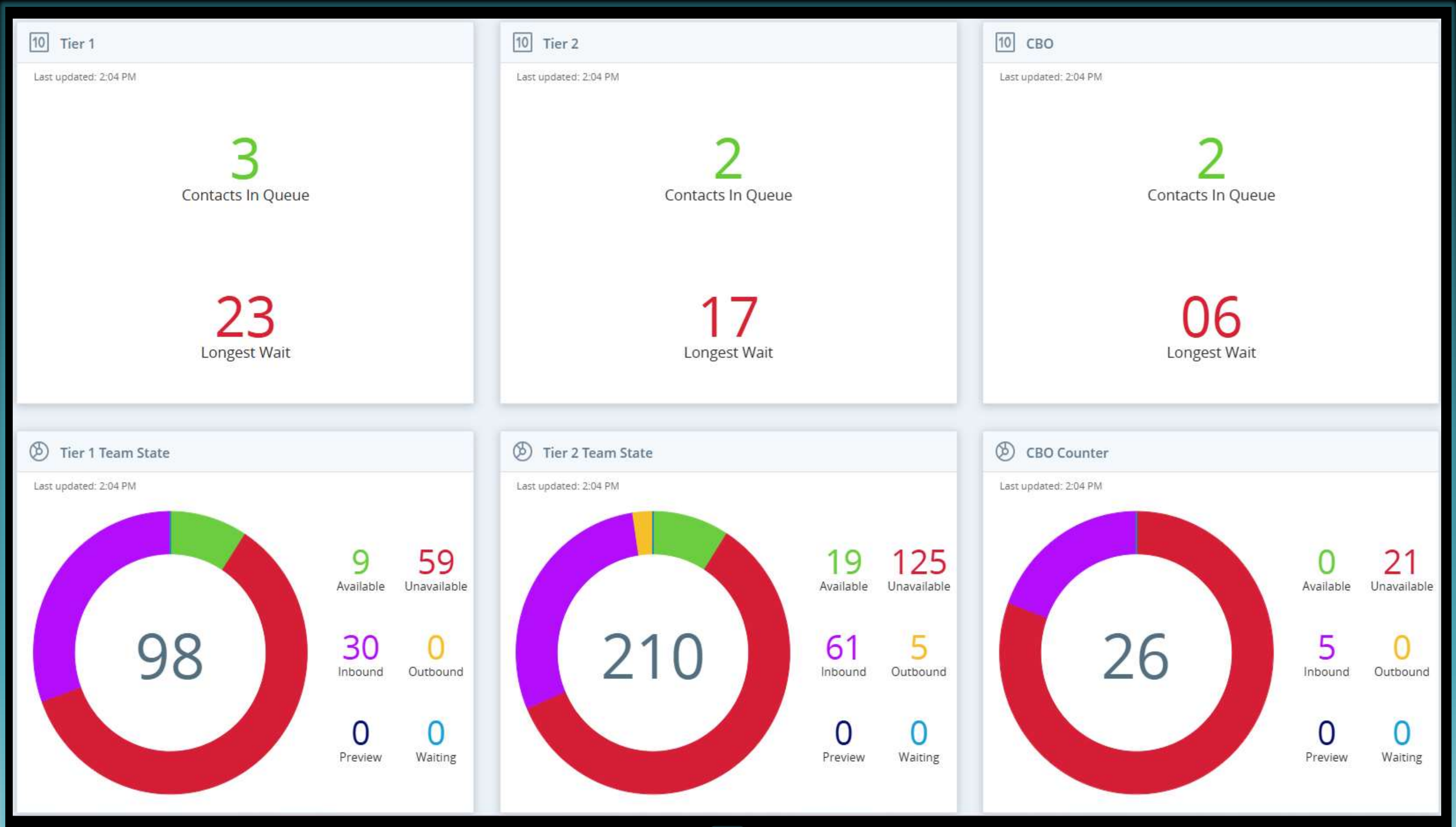
- The Power of Data!
 - Agents should know your KPIs and know where they stand in meeting them!
- Real-Time Monitoring!
- Constant Communication is Key!



Mission 2021: Operation Deciphering Data

- Achievable Metrics!
- Dashboards Everywhere!
- Don't be afraid to modify your expectations as environments change!

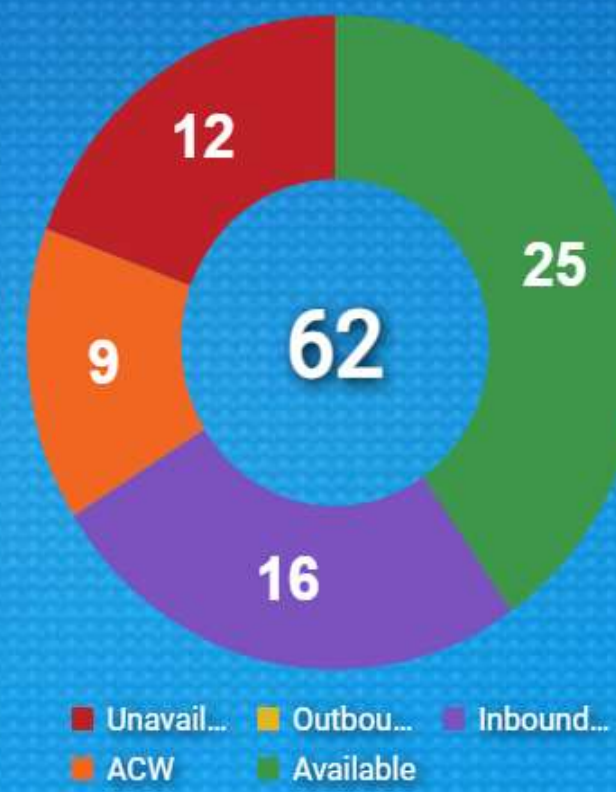




Tier 1



Tier 1 Staffing



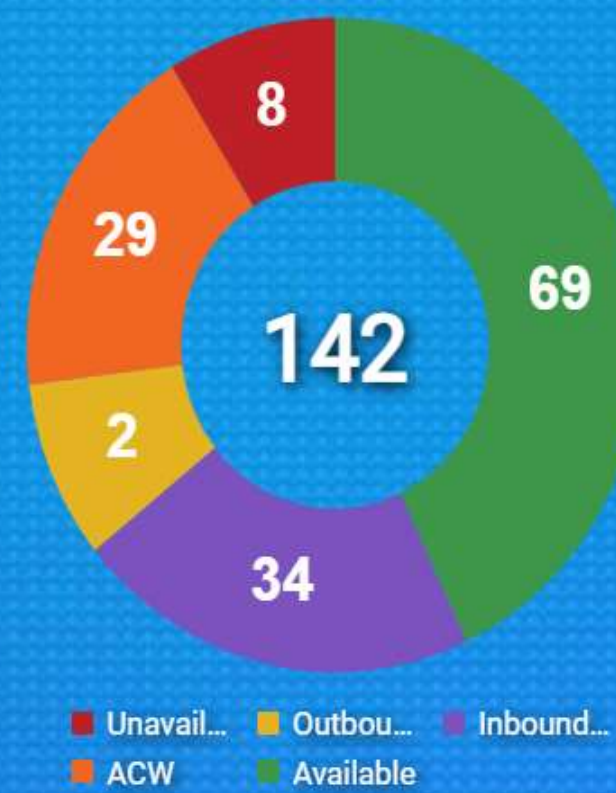
CBO



Tier 2



Tier 2 Staffing



CBO Staffing





Mission 2023: Operation CalSAWS

Daily Staff Production Report

Total Calls Taken per Day	Total Time Logged In (inc. Breaks/Lunch)	T2 Avg. Time p/Call (ACD + ACW)	Total Unavailble Time p/Day (inc. Breaks/Lunch)
25	7:53:27	0:14:23	1:53:44
25	8:52:26	0:16:51	2:11:17
25	8:18:22	0:13:50	2:32:29
24	8:20:02	0:16:38	1:40:38
24	8:19:18	0:15:54	1:57:54
24	7:51:09	0:16:03	1:26:01
24	8:37:00	0:16:46	1:54:41
24	9:01:02	0:16:16	2:30:31
24	8:03:51	0:15:39	1:48:26
23	8:03:44	0:16:52	1:35:55
23	7:57:05	0:16:07	1:59:27
23	7:53:00	0:15:11	2:03:52
23	8:09:12	0:17:30	1:26:43
21	7:56:21	0:16:20	2:13:15
21	7:19:15	0:17:24	1:13:49
21	7:53:36	0:16:12	2:13:19

- Mission Details Reviewed Daily (at all levels)
- Agent's daily stats visible
- Main columns reviewed



Metric Infiltration

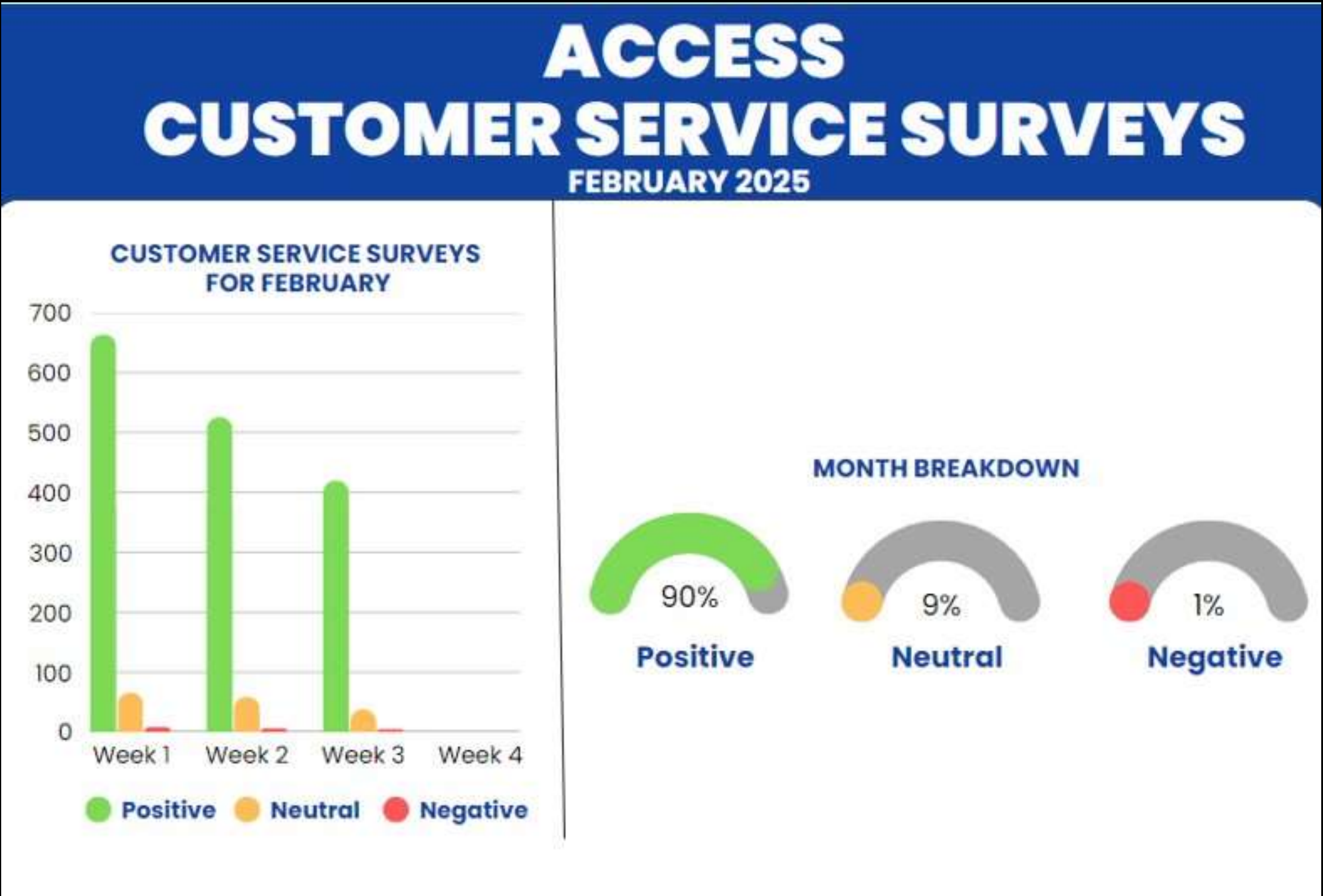
Need to Know Metrics

- Calls Per Hour
- Average Talk Time
- After Call Work
- Average Handle Time
- Inbound Handled
- Outbound Handled
- Refused Calls
- Inbound Calls vs Journal Entries
- Auxiliary Codes such as Break
- Dispositions
- If your staff do it, track it!



Mission 2024: Operation Decoding Feedback

Post Call Surveys help identify trends and are a valuable tool to provide feedback to staff.



POSITIVE = POSITIVE
APPROACH = EXPERIENCE

Main Takeaways



Vulnerability

Being vulnerable with our staff helped us to build trust with them



Communication

Dashboards, Staff Production Emails, KPI's and Kudos



Transparency

Emails, Coaching, Call Center Metrics and Targets

The Unity Program

Strong Values = Committed Team!

***Mission:
Possible***

Our work is meaningful!



MISSION

Our mission is to provide exceptional customer service.



VISION

Our audacious vision is to ensure all of our customers have positive experiences.



COMMITMENT

We commit to using a positive approach to provide customers with a positive experience.

Do your staff believe in your vision, mission, and commitment?

The Unity Program

Challenge your Team to Connect through your values!

- Allow time for staff to be trained on the values of the organization
- Create opportunities for sharing knowledge of your values
- Give staff autonomy to create activities and events that focus on what you value most

Access Agents

***Mission:
Possible***



The Loyalty Program

Providing Opportunities for Feedback



The Protégé Program

Succession Planning

- Mentorship Programs
- Shadowing Opportunities
- Preparation for promotional opportunities



Mission 2025: Operation Motivation

Incentivizing Productivity

- Identify goals that you want met and incentivize them!
- Create standardized recognitions that are achievable
- But don't forget to spontaneously recognize staff for great work!



Spy Games

■ DAILY GAMES

- 5 coins awarded to Tier 1 and Tier 2 staff who hit our target number of daily calls taken and the target Average Handle Time.

■ WEEKLY GAMES

- Peak Performers in:
- Tier 1
- Tier 2
- Specialized units: CBO, A2H, SAR, SAF, TU, and Clerical

■ MONTHLY GAMES

- Most Positive Customer Service Surveys
- Super Achiever
- Perfect Attendance
- Heart of Gold



• CHALLENGES

- Friendly competitions with your peers and challenge each other in various areas:
- Most calls answered
- Average handle time
- Inbound calls answered

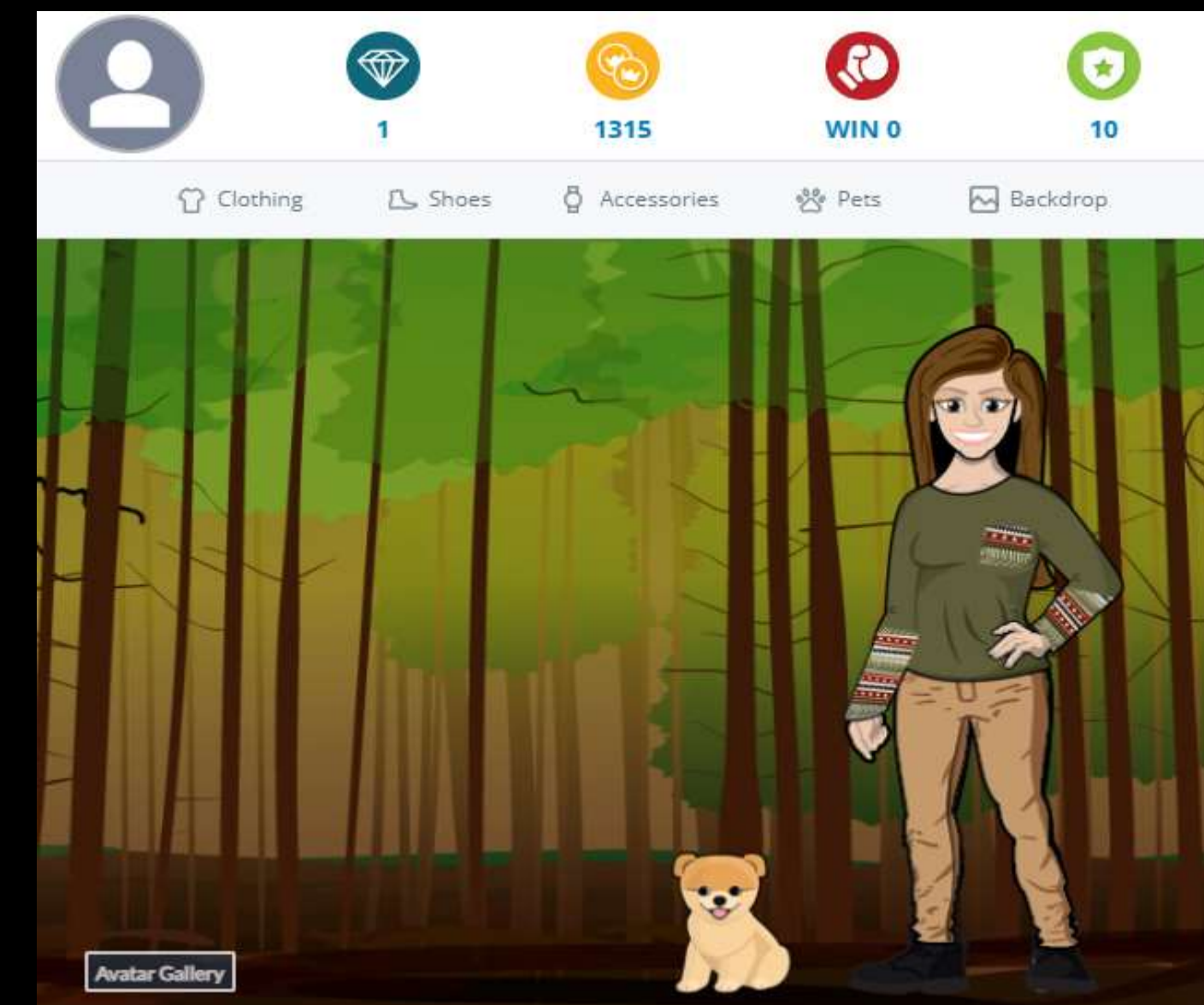
• ACCESS TOURNAMENTS

- Winter Olympics
- March Madness
- Grand Prix

• BIRTHDAYS

• CLUB 21

• CALL OF FAME





Self-Sufficiency Services In Recognition for Having a Heart of Gold

Thank You

For: I just wanted to take a moment to express our gratitude for the exceptional customer service you provided during the month of February. Your positive approach and dedication have truly made a difference in our customers' experiences. They're genuinely appreciative of the Respect, Attentiveness, and Timely expertise you consistently delivered. Thank you for going above and



beyond to ensure our customers feel valued and supported, and congratulations on receiving 18 positive customer service surveys for the month of 02/2024.

Nominator

Customer Service COMMITMENT

- ♥ Helpfulness-Going out of your way to find answers.
- ♥ Expertise-Being knowledgeable.
- ♥ Attentiveness-Being ready to meet customers' needs.
- ♥ Respect-Treating everyone with courtesy & dignity.
- ♥ Timeliness-Being efficient with your time.




Presented to

February Winners

For demonstrating your commitment to the HEART principles:
HELPFULNESS, EXPERTISE, ATTENTIVENESS, RESPECT, TIMELINESS

Awarded February of 2025







Quarterly Club 21 Winner

Created on 10/15/2024

Congratulations on being a 4th quarter Club 21 member!


20
Awarded

 200

 0

[Give](#)







Call of Fame

Created on 10/1/2020

Award to the perfect call

0
Awarded

 200

 0

[Give](#)

[illegible]

A close-up, low-angle shot of an orange basketball with black lines. A thick, billowing plume of green smoke or vapor rises from the top of the ball, set against a dark, atmospheric background with some reddish-pink smoke at the base.

Access
**Winter
Olympics**

January 6th-February 3rd

1/6: Most Inbound Handled

1/13: Lowest ACD

1/21: Lowest ACW

1/27: Lowest Average RCC

2/3 : Most Positive Customer Surveys for
Month of January



July-August 2024

ACCESS

Grand Prix

*Can you help your unit race to the finish line to
become the next Access Grand Prix Champions?*

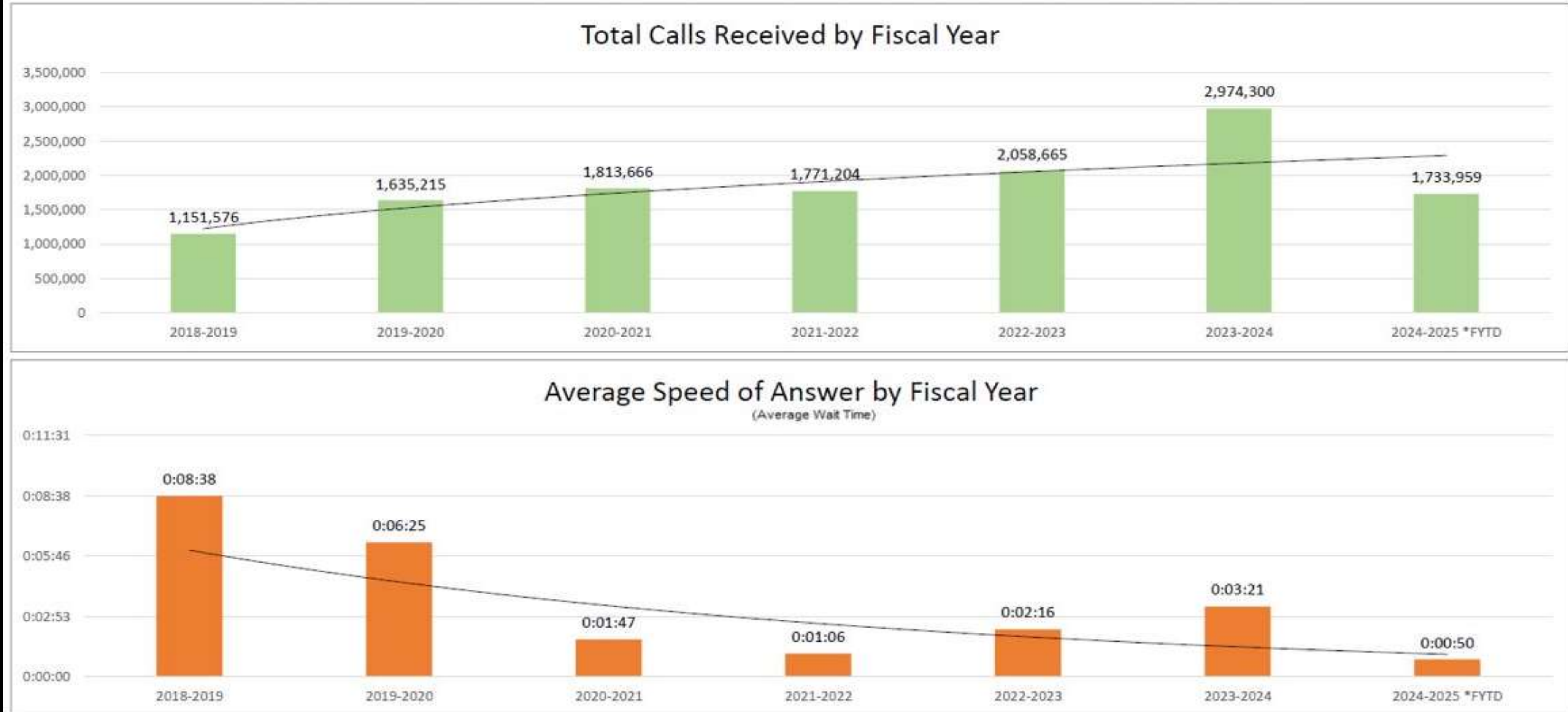


Competition Codebook

- Simple metrics
+ creative twist
= powerful motivation
- Use what you already track – make it fun and engaging
- Let your team help shape the experience



FY 2018 - 2025 Access Customer Service Center Historical Performance



Your Mission, Should You Choose To Accept it...

- ✓ Be transparent about current organizational metrics
- ✓ Actively create opportunities for agents to be heard
- ✓ Establish shared values
- ✓ Allow your employees to bring something to the table
- ✓ Plan for succession and invest in your employee's development
- ✓ Find creative ways to incentivize staff to meet your expectations

Any Questions?



Let's Take a Quick Break

We will resume in the
California Ballroom at 3:15 PM

***Mission:
Possible***