



SUPERCARGE YOUR SERVICE DESK WITH GAMIFICATION



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Introduction

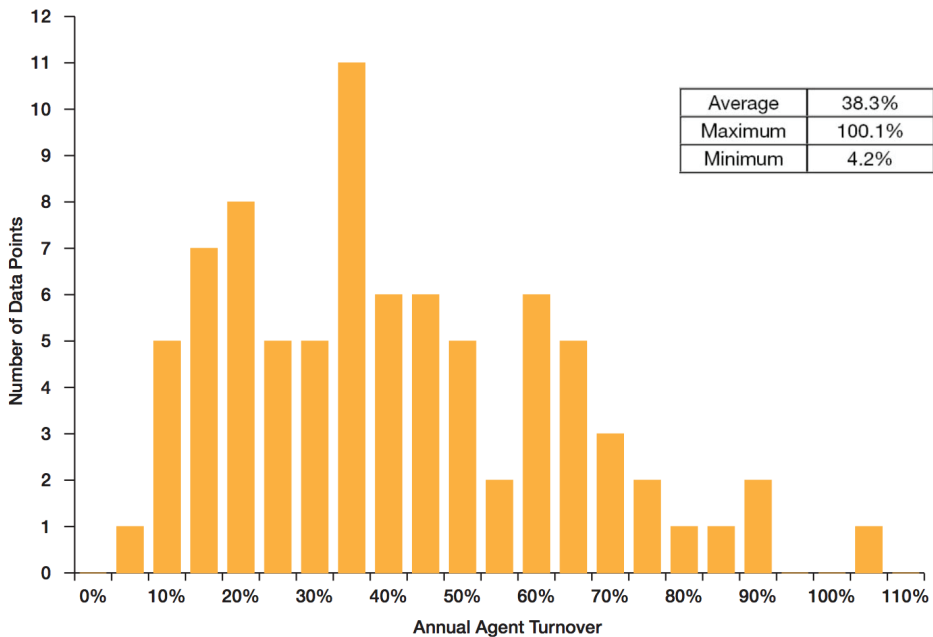
While a lot has been spoken about the theories of gamification and the culture change required to encourage its adoption in the workforce, the core of the matter has been left open-ended for the better part. Something that our customers always ask us is how we practically implement gamification in the service desk, and we're happy to pitch in and help. On that note, we're thrilled to share our trade secrets with the wider ITSM community, secrets that have helped our customers like Cordant Group in London, increase customer satisfaction rating from a huge service desk backlog to a whopping 96%.

What is wrong with the service desk of today



Nothing, really. Except for the fact that the service desk is an understaffed, overworked, ever-busy team that performs one of the most underappreciated and endless functions in the organization. This has resulted in a steady increase in the turnover of IT employees – something that’s just not frugal for the management. Hiring new service desk staff might feel like a good idea, but when you look at it from the point of training investment involved – which is ultimately your time and money – it is definitely a hassle that you’re better off without.

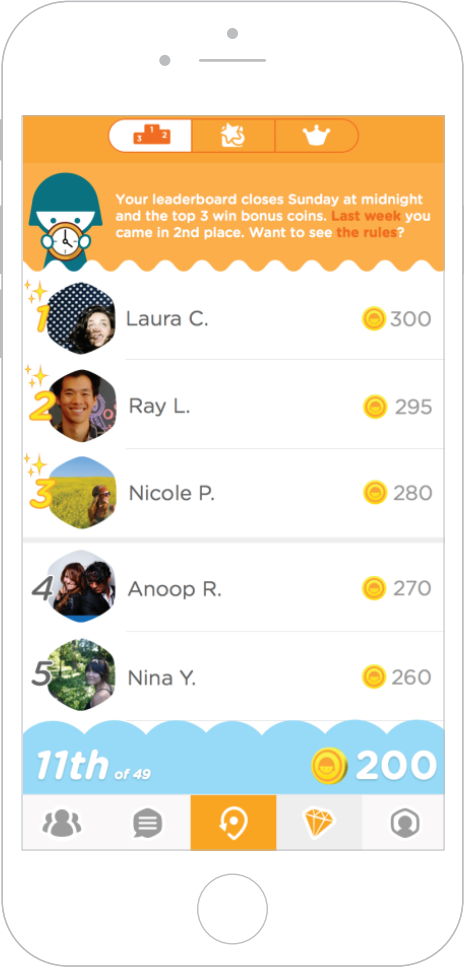
Figure 1: Annual Agent Turnover



Gamification



According to Wikipedia, gamification is the application of game-design elements and game principles in non-game contexts. The idea is to apply the principles of game mechanics in the workplace to achieve a desired outcome. A very popular example of gamification is local search and social discovery app, Foursquare (Swarm). In a bid to increase user-engagement, Foursquare introduced the now famous leaderboard with which you can compete with your friends to check-in at as many places possible.



Gamification and the service desk

The service desk has a few distinct characteristics compared to any other functions in an organization.

- A very small team usually handles a large user-base
- Communication is the key to all operations
- IT is always understaffed and overworked
- The service desk team is largely unappreciated

With these in mind, let us now look at a few scenarios where gamification can be applied to the service desk with tremendous results.

Ticketing made fun



Ticket in, ticket out

This is the most common scenario in the service desk where gamification concepts can be applied to great success. Reward your agents with points for every ticket resolved, giving them bonus points for resolution that’s fast or within SLAs. It’s as simple as that. This is akin to measuring first call resolution as both involve resolving tickets at the earliest. While quantifying first call resolution might lead to over-enthusiastic agents marking tickets as resolved in the first contact, solving the same issue with gamification by enabling customer satisfaction rating will add more weight to the metric.

DASHBOARD

TICKETS

PROBLEMS

CHANGES

RELEASES

CMDB

SOLUTIONS

REPORTS

ADMIN

Admin

Arcade Settings

ENABLED

Points

Quests

Award points

When agent resolves a ticket:

Fast (< 1 hr)

On time (Within SLA)

Late (Overdue)

25

10

-10

Pts

Pts

Pts

Bonus points for:

First Call Resolution

Happy Customer

Unhappy Customer

15

10

-10

Pts

Pts

Pts

Agent levels

Set points to be achieved by an agent to reach a level

Beginner

Intermediate

Professional

Expert

Master

Guru

500

2500

10000

25000

50000

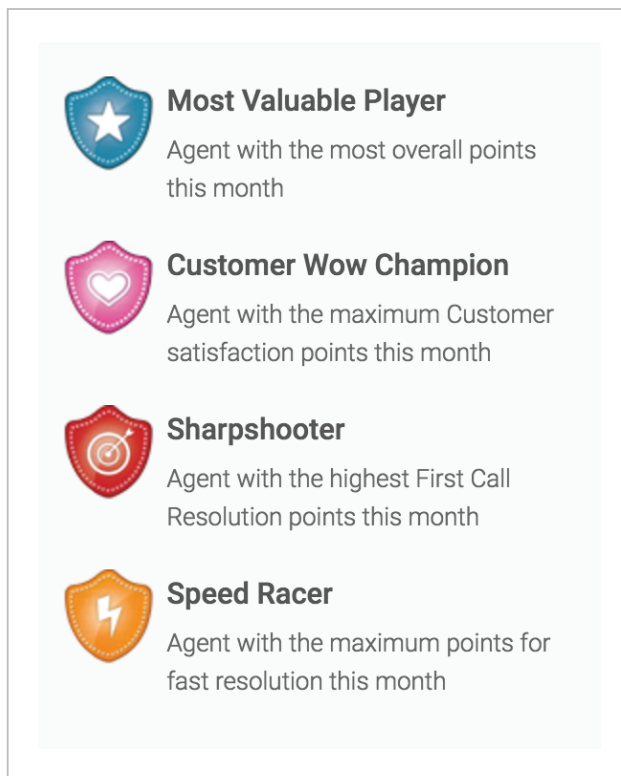
100000

Cancel

Save

Make things more interesting by letting agents unlock levels as they go up the ladder.

Feeling appreciated and recognized at work is crucial to everyone – in this case, the service desk agent more than anybody else. Raise the game by having a public leaderboard near the service desk that people can check out, and easily find out who's leading and who's got to catch up. By making the leaderboard public with gamification, it will help encourage teams deliver exceptional service, while at the same time, make them feel rewarded.



Clear that backlog

One of the most common scenarios in which gamification has saved the day multiple days. When you return to work after that long weekend, and you find the service desk overflowing with tickets from disgruntled users, don't let it get to the pit of your stomach. Instead, rally up the forces, sound the battle cry and send your team on a quest – a quick dash for your team to resolve as many tickets as they can. Resolving X number of tickets within a specific period of time, again with a pre-defined rule for a great customer satisfaction rating and the like, would give agents a boost in the point system as discussed earlier. This will push them to the top of the leaderboard and make work fun for them.

ⓘ

ⓘ

ⓘ

← Back to Quests

CancelSave

Quest type

☒ Resolving Tickets

☐ Publishing Solutions

Quest objectives

Resolve10 tickets in a span of1 day matching below conditions

⊖⋮

Customer satisfaction rating

Is

Awesome

⊖⋮

Is first call resolution

⊖⋮

Priority

Is

High

⊕

Add new condition

Reward

On successful completion of a quest award a badge and bonus points

Badge

Bonus points

1000

10

The trade secret



Roger that, Alpha

Most times, it is not unresolved issues that annoy users, but the lack of communication from the service desk. The age old service desk mantra, “Share, even if all you have is bad news,” is severely underrated. Incentivize your agents for quick replies to tickets, and penalize them for delayed replies.

Not only does this get agents to try resolving an issue better but also keeps the users informed about what’s happening. The predominant reason why most customers get upset is when there’s zero communication from the service desk. Once that’s taken care of, watch the customer satisfaction ratings soar automatically.

Served!

What if we tell you, that gamifying your service desk can also help you increase self-service adoption? It might sound impossible and we’ve even seen it coming from people before. Yet we’ve seen people breaking into huge smiles when we showed them how.

A well-stocked knowledge base makes or breaks a self-service portal. But let’s face it, who likes writing boring solution articles? Send your team on another quest – this time to publish as many KB articles as they can. And to maintain the high bar, add another rule that lets them earn points only when they publish X number of KB articles AND each KB article gets N number of ‘likes’ from users.

Incentivize and publish solutions at the speed of light

← Back to Quests

CancelSave

Quest type

☐ Resolving Tickets

☒ Publishing Solutions

Quest objectives

Create5knowledge base article in a span of1 week▼matching below conditions

⊖

⋮

Number of likes▼

Greater than▼

5

⊕

Add new condition

Reward

On successful completion of a quest award a badge and bonus points

Badge

Bibliophile

Change

Bonus points

1000

13

Conclusion



Happy agents means happier customers

Let's be honest. Being on the the service desk can sometimes get taxing and even feel thankless. No one thanks the service desk for a stable and working internet connection, but the second things break, and they do, all hell breaks loose. It is imperative that service desk agents are always motivated and happy – it leads to a healthier environment which will allow them to work better. It's pretty simple. Happy agents lead to happier customers.



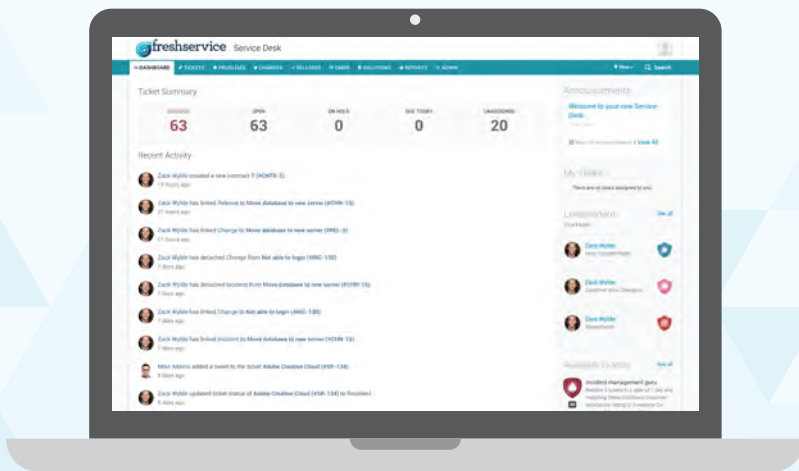
“Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.”

Richard Branson

About Freshservice

Freshservice is a cloud-based service desk and IT service management solution with over 7500 customers worldwide. Designed using ITIL best practices, it helps organizations simplify its support processes, focus on exceptional service delivery and customer satisfaction with features like incident management, self-service, gamification, asset management, and integrations with third-party apps.

Customers choose Freshservice for its intuitive UI, ease of use, speed of setup, customer service, and affordability. Freshservice is built on the proven Freshdesk platform, whose flagship customer service offering supports more 80,000 customers worldwide.



www.freshservice.com