A-GAME Flex – Game Examples and Setup

TouchPoint One

A-GAME Flex: Game Setup Examples

A-GAME Flex is a highly flexible gamification system provided within the Acuity performance management platform. Flex is designed to enable supervisors or their managers to create and deploy effective, metric-driven based contests in minutes.

- Flex games can be created by team leads (supervisors) or any higher level of management. Flex games, whether of the Leaderboard, Points-based, or Phrase variety can be created for a single agent, two agents (a duel), or multiple agents (across one or multiple teams), as well as teams.

- Flex games are also applicable for team leader competitions to motivate and incentivize performance according to outcome-oriented KPIs, i.e., Quality, CSAT, Knowledge, After Call Work, Transfer Rates, Sales, or NPS as well as behaviors, actions, or "leading indicators", i.e., Attendance, Coaching Effectiveness, ESAT, Coaching or Recognition targets, etc. Games can also be based on "Custom Metrics" – KPIs not necessarily codified within a formal scorecard analytic model, i.e., ugliest holiday sweater, cutest pet, healthiest snack, …anything goes!

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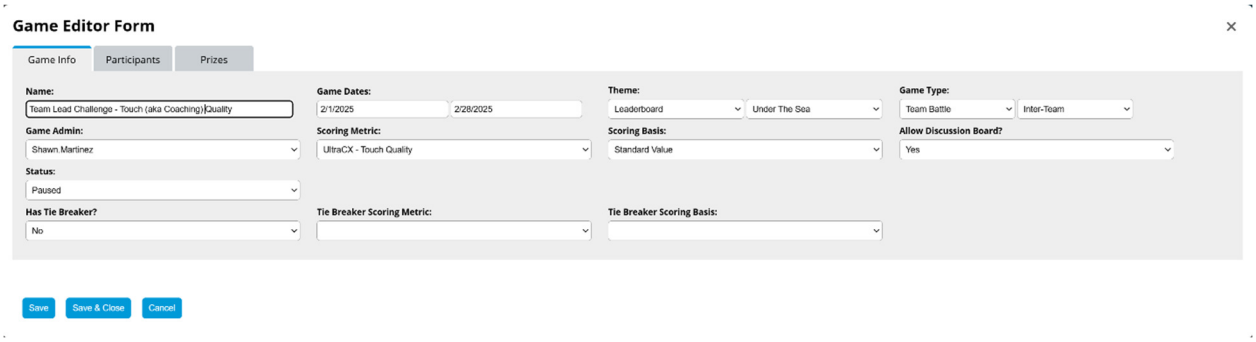
Leaderboard Game Setup Example

Leaderboard games are the easiest and fasted way to enhance CX workforce support through game mechanics – aka "gamification". Use the following guide to learn about Flex features and create your own engaging competitions.

The screenshot below shows the "Game Info" tab of a completed Game Editor Form for our sample Leaderboard game

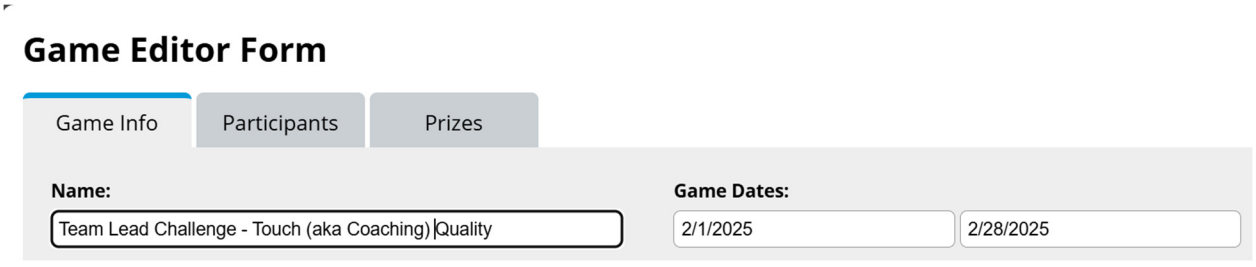


Now, let's walk through the steps to Create this Leaderboard Game:

Tab 1 – Game Info

1. Name

Name your game something creative and consistent with the related theme, metric/s, or activity (*the name of this sample game is pretty boring – use your imagination and come up with something catchy!*).

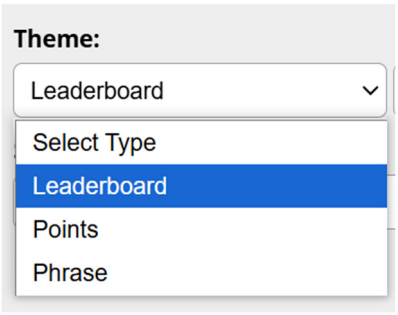


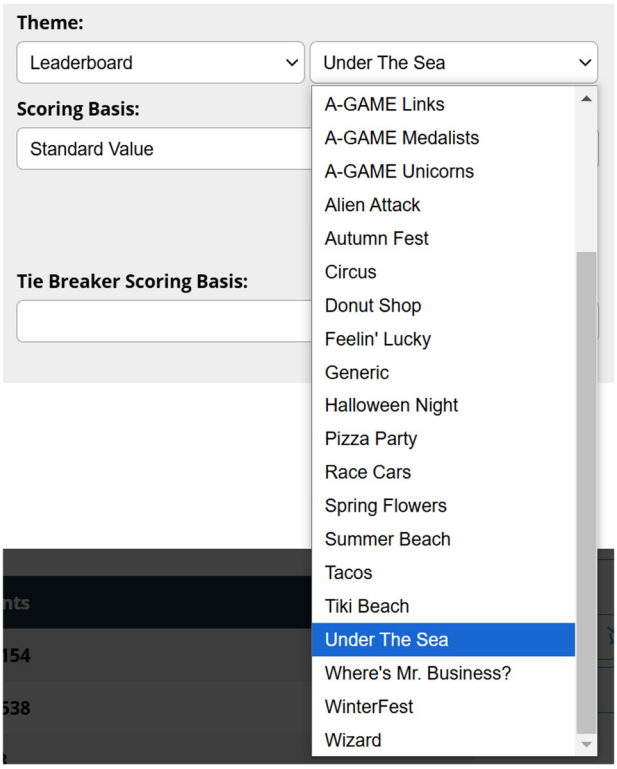
2. Game Dates

Specify the date range for your game. In our example, we're using the full month of February.

3. Theme

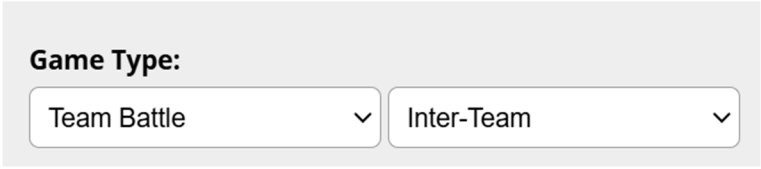
Select “Leaderboard” from drop-down field 1, and whatever theme you like from drop-down field 2 (example uses the “Under the Sea” theme).





4. Game Type

Select either Agent or Team battle. In this example, we’re implementing a game in which Team Leaders will compete against each other on a metric related to their activities (versus of their agents).



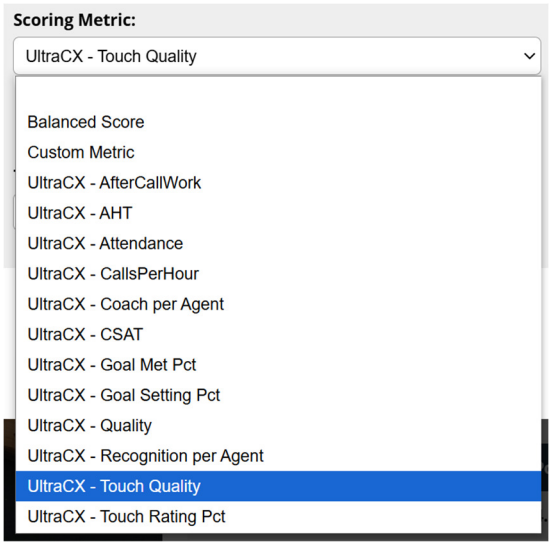
5. Game Administrator

When logged in as a supervisor, the **Game Admin** name will pre-populate with that supervisor’s name. Supervisors can only create games for their teams. Group or higher-level managers will be able to create games for one or across multiple supervisors and designate themselves or another manager as the Game Admin. In this example, the group manager – Shawn Martinez is logged in as himself and creating a game for the three Team Leaders

(Supervisors) that report to him.

6. Scoring Metric

Next, select the KPI or scoring metric you'd like to serve as the basis for game scoring. Our example uses **Touch Quality** (a real-time "satisfaction" rating provided by agents corresponding with the level of quality they've received from their Team Lead), but you can select from any KPI displayed in the drop-down menu, including **Balanced Score** or **Custom Metric**. Custom Metric would cover any KPI that is not pre-configured within Acuity as part of an agent, supervisor, Sidekick (aka Process), Program, Financial, or other scorecard type.



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Acuity assimilates KPIs in three fundamental ways:

1) **Standard Value** (aka "Raw Score") and

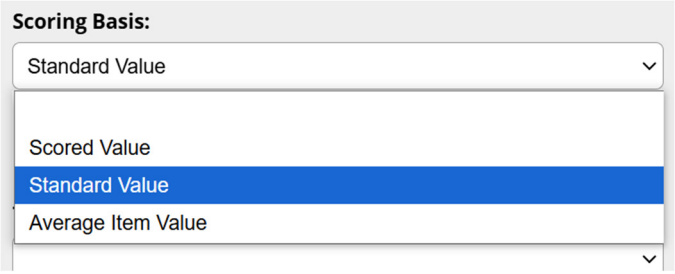
2) **Scored Value** (aka "KPI Score"). Standard Value refers to the numeric value assigned to the KPI by its native system or source. For example, a survey system collecting **CSAT** scores might use 1-5 as the range by which customers can rate their satisfaction with an aspect of service to which they were provided. **Average Handle Time** (AHT) duration would typically be generated in terms of total seconds. In either case, Acuity correlates these standard values into performance scores that reflect the degree of success to which they correlate. The target for CSAT might be a perfect standard score of 5 and, therefore, correlate to performance level 10, standard 4 correlates to a scored value of 7, standard 3 to scored 2, and so on. KPIs like AHT can vary further depending on what constitutes the desired outcome. Sometimes shorter AHT is best. In other cases, a sweet spot call duration is best

and anything lower or higher correlates to a lower scored value. In any case, you'll need to consider these factors to determine the best Scoring Basis for you Flex game.

3) **Average Value**. For Flex Games configured with this option, the average of all points earned/awarded each day over the course of the game is calculated to determine winner/s

In our current example, we use **Standard Value**.

In this example, the Leaderboard will rank the Team Leaders from highest to lowest performing based on their Touch Quality score average over the course of the game.



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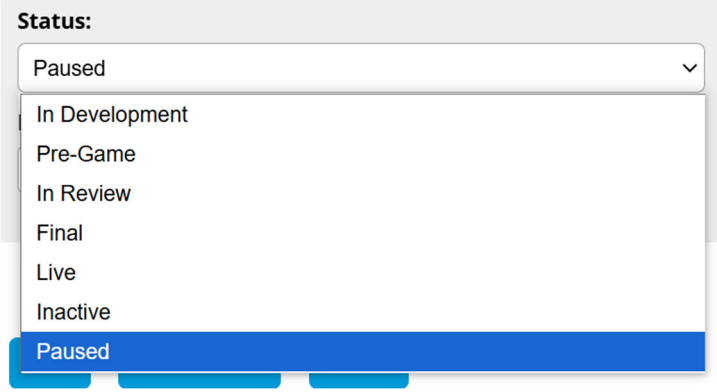
Flex Games offer an optional leaderboard-integrated community post feature that allows participants to cheer on, boast, or smack talk their opponents. Select Yes or No to display or deactivate this feature.

9. Game Status

When creating a new game, the default status of the game will be In Development, but there are seven different **Game Status** types in all. This attribute is not something you'll typically adjust here but reflect a change in Game Status initiated in another Flex admin interface. Short descriptions of the seven Game Status types are included below the following screen shot.



In Development: A new game in which the name, date range, theme, scoring basis etc. are in the process of being determined.

Pre-Game: A new game in which all attributes have been defined but the start date has not yet begun.

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Paused: Flex Game that's been created and started but has been suspended, typically pending review and adjustment of a scoring or other attribute, before being Re-Started (switched back to Live status).

10. Tie Breaker

Tie-breakers are a handy game attribute in a couple of key scenarios:

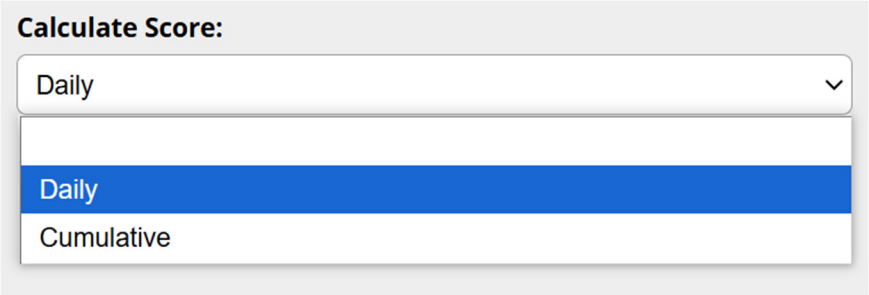
- Games in which the metric selected could likely end in a tie. The secondary KPI is used as the basis to break the tie among two or more players and determine the game's winner/s.

- Games in which you simply want to spice things up by introducing a secondary metric to complement the first. One of gamifications' many benefits is to heighten awareness to the metrics that matter to the business, - outcomes or behaviors to which you're already managing. Adding a tie-breaker metric to any Flex Game is a great way to

maximize game utility, value, and impact. Our Leaderboard game example does not use a Tie Breaker (see Points-based Example for Tie Breaker use details.

11. Calculate Score

Flex game scores can be calculated each day (**Daily**), i.e., a sum of the points earned or awarded each day during the game, or **Cumulative**, reflecting the average score for the KPI over the duration of the game. Cumulative scoring is appropriate for KPIs, like CSAT or Quality where it's less likely that participants will receive entries each day, making daily scoring a challenge.



Once all attributes in the Game Info tab have been completed, click the **Save** button and then the **Scoring Tab**.

Tab 2 - Scoring

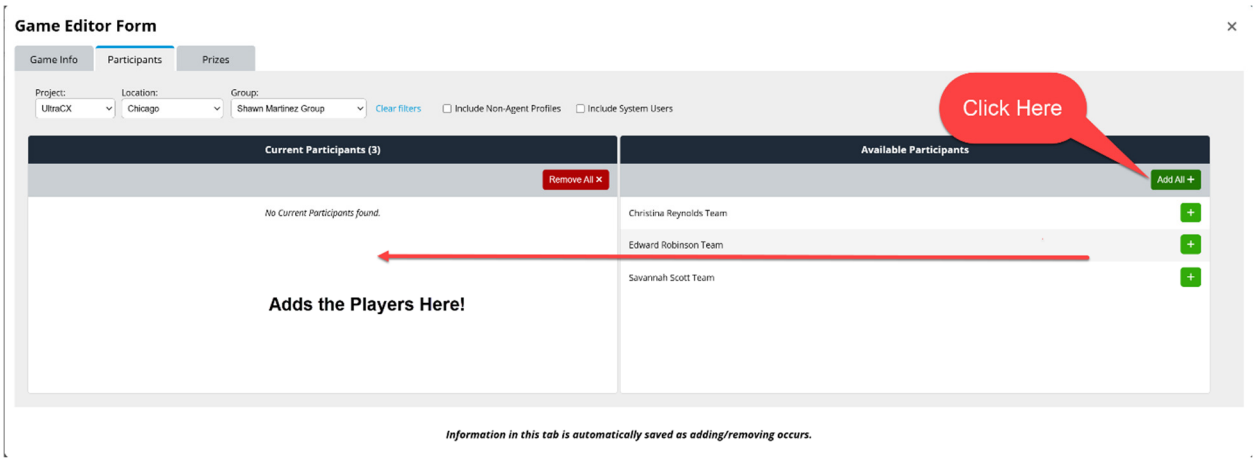
Game scoring for **Leaderboard** games is inherently aligned with objectives and targets you've established for managing performance generally. This is especially true for KPI Scored Values which have already been mapped to performance levels within Acuity. In contrast to Flex Points-based games, Leaderboard games do not require anything beyond selecting the game KPI – and hence, there is no Scoring tab to setup.

Tab 3 – Participants

The **Participants** tab uses the Acuity roster to present Flex Game administrators with the members of the workforce for whom they can create games. For example, if your role is supervisor, you will only be able to create and assign games for the agents who are on your team. If you are a Group Manager, your options would include the Team Leads who report to you as well as all of the agents that roll up to those

Team Leaders (for Team Lead, Team, or agent-based games). The example below illustrates an agent-battle for every agent on Team Lead, Savannah Scott's team.

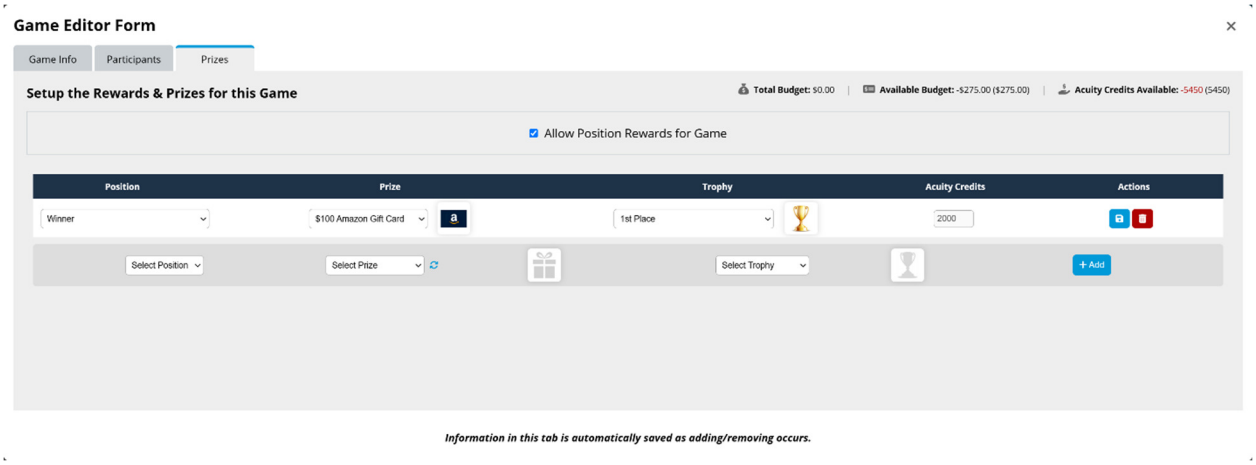
Use the relevant **Project**, **Location**, **Group**, and **Team** fields to identify the game participants and click the **Add** or **Add All** button to include them in the game. Once this step is completed, select the **Prizes** tab.



Tab 4 – Prizes

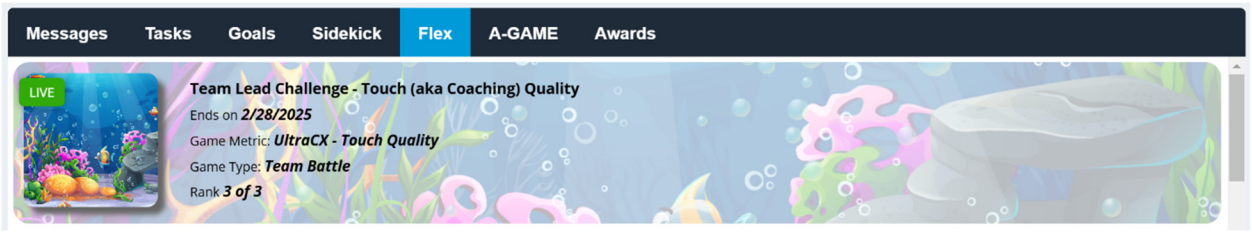
Acuity prize options are vast and are covered in detail in a dedicated section of this guide. Below are examples of the simplest form of prize setup, i.e., ad hoc entry of whatever the prize may be (which could be applicable to only the winner, top three participants, or whatever makes sense).

And below is an example of a tiered reward model (single tier in this case).

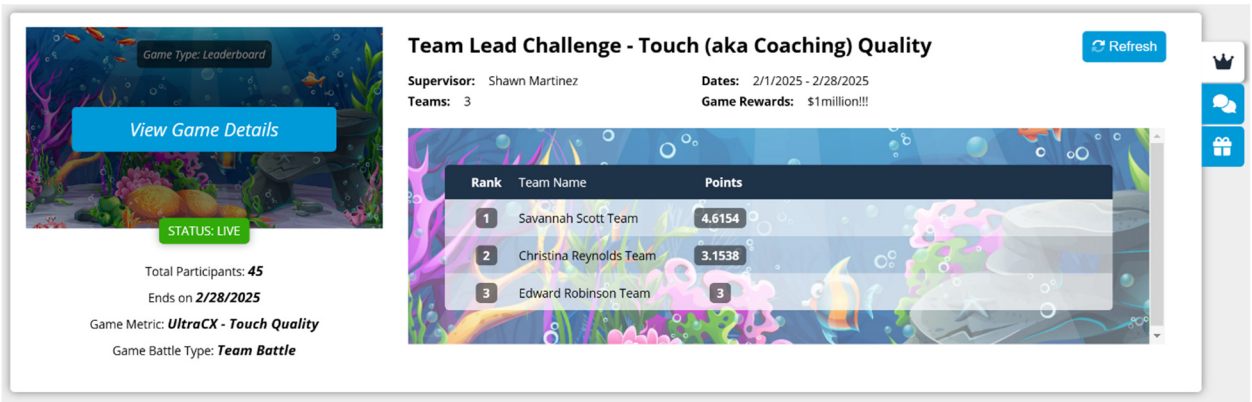


Gameboard Views

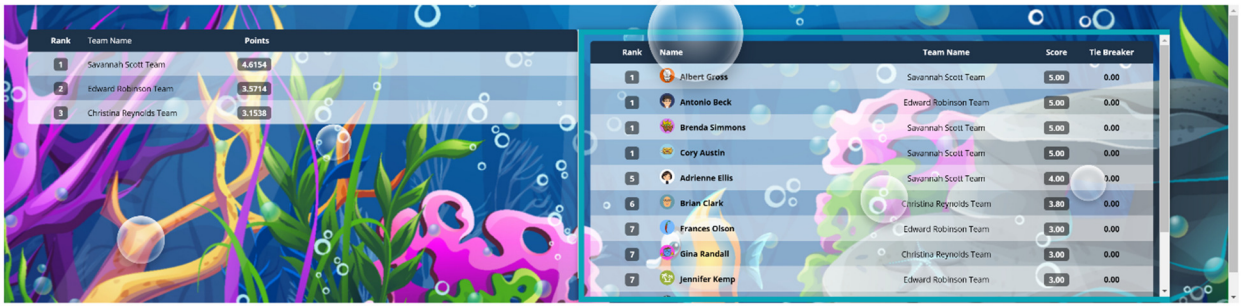
Dashboard



Flex Home



Full Gameboard Detail



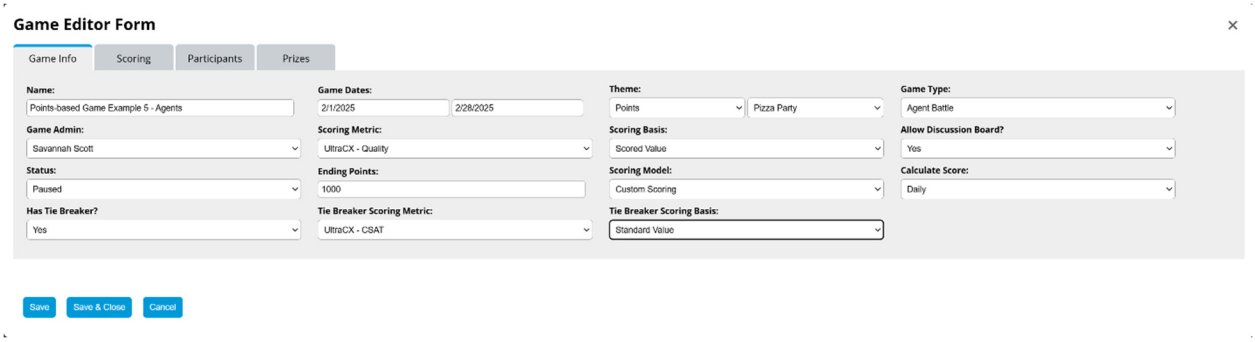
Rank	Team Name	Points
1	Savannah Scott Team	4.6154
2	Edward Robinson Team	3.5714
3	Christina Reynolds Team	3.1538

Rank	Name	Team Name	Score	Tie Breaker
1	Albert Gross	Savannah Scott Team	5.00	0.00
1	Antonio Beck	Edward Robinson Team	5.00	0.00
1	Brenda Simmons	Savannah Scott Team	5.00	0.00
1	Cory Austin	Savannah Scott Team	5.00	0.00
5	Adrienne Ellis	Savannah Scott Team	4.00	0.00
6	Brian Clark	Christina Reynolds Team	3.80	0.00
7	Frances Olson	Edward Robinson Team	3.00	0.00
7	Gina Randall	Christina Reynolds Team	3.00	0.00
7	Jennifer Kemp	Edward Robinson Team	3.00	0.00

Points-based Game Setup Example

The example below is designed for multiple agents across a single team – a classic game type that would be common for any supervisor to create – and illustrates the systematic process required to create a Points-based game.

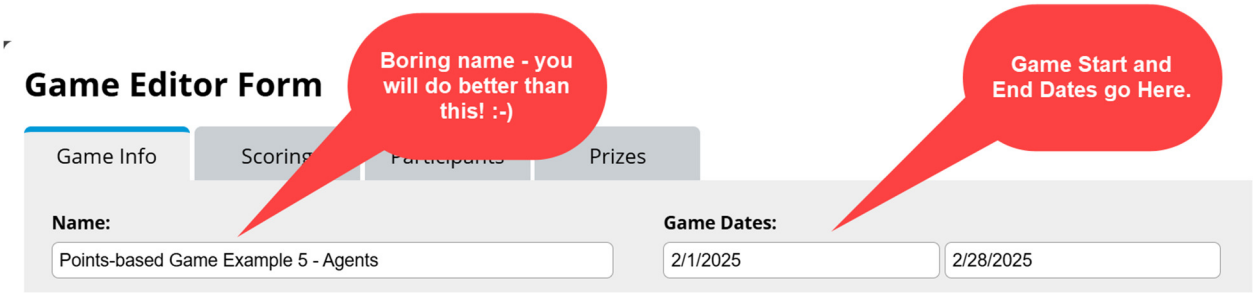
The screenshot below shows the "Game Info" tab of a completed Game Editor Form for our sample Points-based game



Now, let's walk through the steps to Create this Points-based Game:

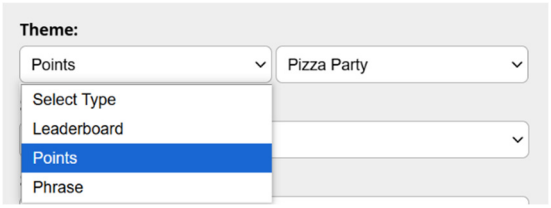
Tab 1 – Game Info

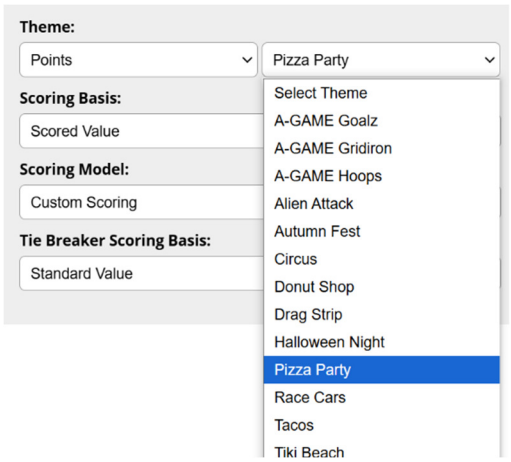
1. Name: Name your game something creative and consistent with the related theme, metric/s, or activity (*the name of this sample game is pretty boring – use your imagination and come up with something catchy!*).



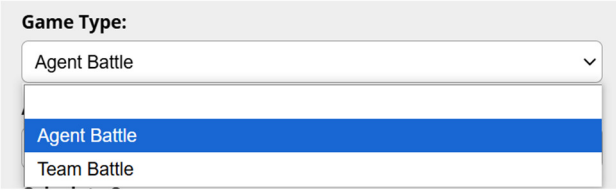
2. **Game Dates:** Specify the date range for your game. In our example, we're using the full month of February.

3. **Theme:** Select "Points" from drop-down field 1, and whatever theme you like from drop-down field 2.





4. **Game Type:** Select either Agent or Team battle (as mentioned previously, in this example, we're implementing an agent battle.



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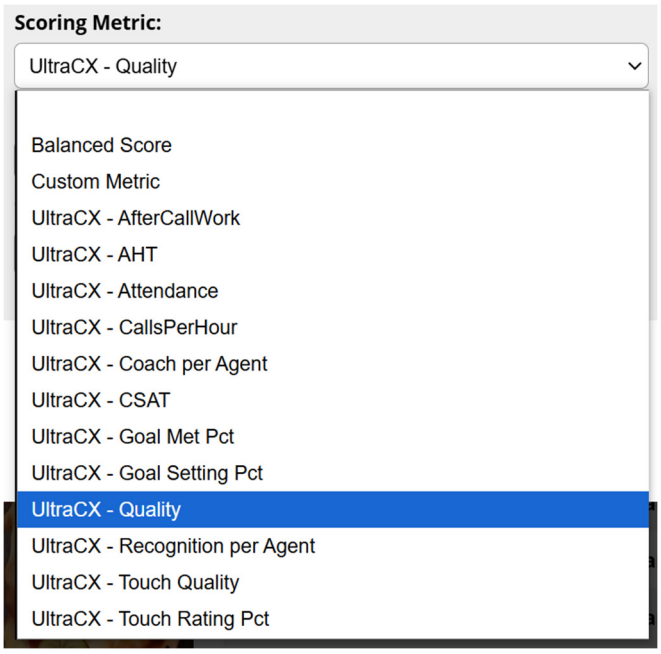
6. **Scoring Metric**

Next, select the KPI or scoring metric you'd like to serve as the basis for game scoring. Our example uses **Quality**, but you can select from any KPI displayed in the drop-down menu, including **Balanced Score** or **Custom Metric**. Custom Metric would cover any KPI that is not pre-configured within Acuity as part of an agent, supervisor, Sidekick (aka Process), Program, Financial, or other scorecard type.



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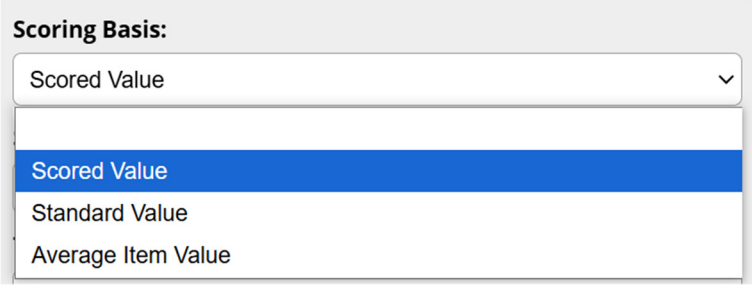

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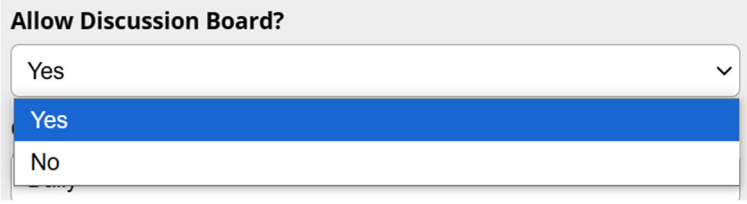

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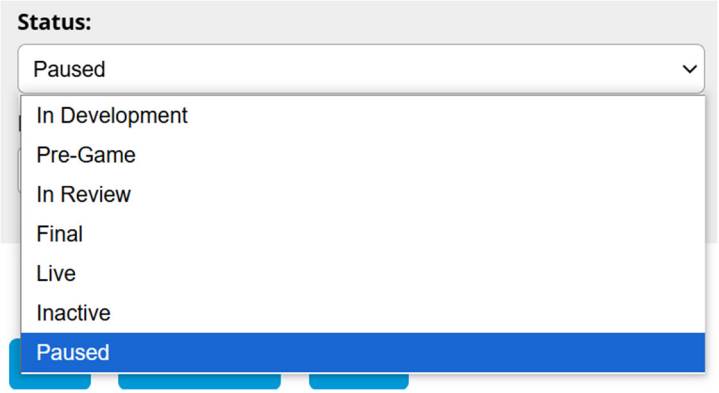

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Paused: Flex Game that's been created and started but has been suspended, typically pending review and adjustment of a scoring or other attribute, before being Re-Started (switched back to Live status).

10. Ending Points

Points-based games are won in one of two primary ways; 1) Player earning the "Ending Points" value first (regardless of game duration) is the winner, or 2) Player earning the most points at the end of the game wins. In brief, you'll want to select an Ending Points value that makes sense depending on the other Game attributes and your competition objective/s.

11. Scoring Model

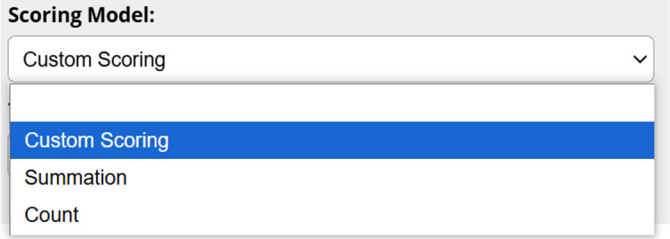
Points-based Games operate on the concept of some form of earned and accumulated points. There are three options by which points-based scoring are calculated.

Custom Scoring: Administrator specifies points awarded pursuant a defined number of performance targets (could be a single or multiple tiers).

Summation: Summation is used when game scoring is based on a sum up the metric/KPI values, i.e., if the values are 1, 2, 3, 4, 5 the total will be 1+2+3+4+5 = 15.

Count: Count is used when a single point is scored for each instance of the defined achievement. For example, a game based on system logins would score a player only 1 point

even if they logged in 6 times that day. In other words, for values of 1,2,3,4,5 the count will be 5 – equal to the 5 things in the list.



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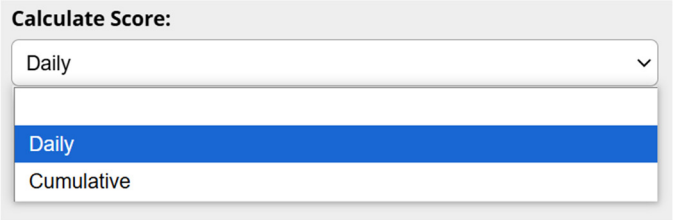

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- Games in which the metric selected could likely end in a tie. The secondary KPI is used as the basis to break the tie among two or more players and determine the game's winner/s.

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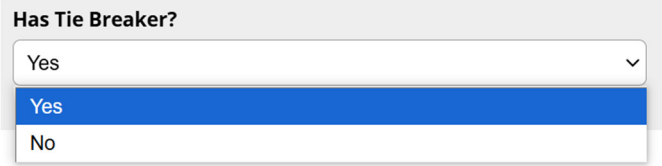
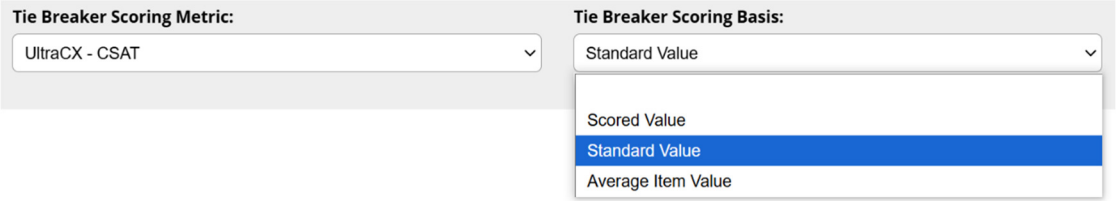


14. Tie Breaker Scoring Metric and Basis

The Scoring Metric (KPI) and Basis for the Tie-Breaker KPI must be determine in the Flex Game in the same manner as used for the primary KPI, as shown in the screen shot below.



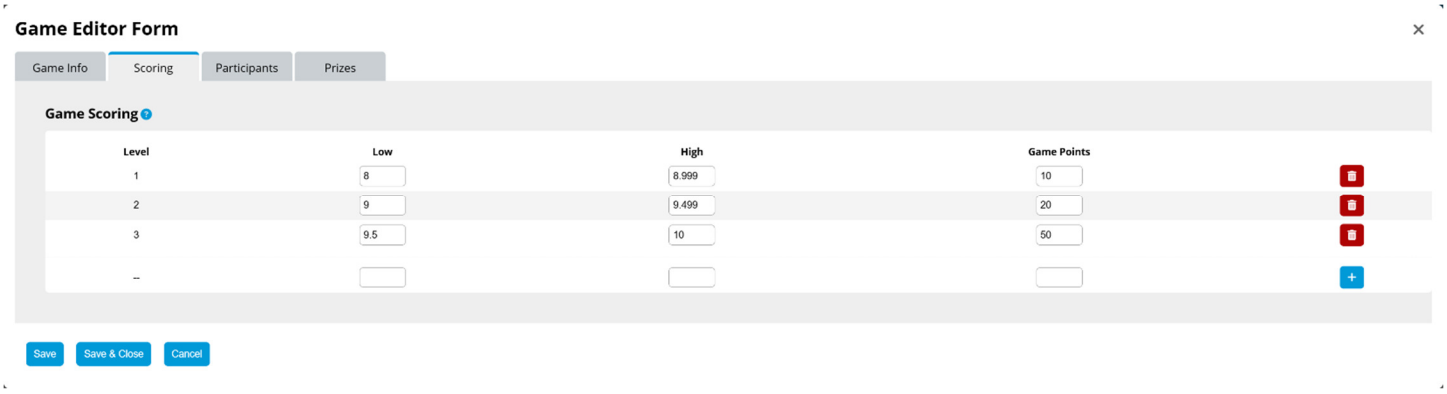
Once all attributes in the Game Info tab have been completed, click the **Save** button and then the **Scoring Tab**.

Tab 2 - Scoring

Game scoring for points-based games should be aligned with objectives and targets you've established for managing performance generally. If the game is setup for an individual, scoring should be tailored to personal targets that are relevant and realistic (even if stretch) for that individual. This rule applies to agent groups, full teams, or agents across multiple teams. Quality in its Scored Value basis, is the primary KPI used for our Points-based game example, so we've established the following target levels for earning points in the game. Scores below 8 earn nothing. Between 8 and 9 (expressed as 8.999 to encompass anything below 9) earns 10 points, performance between 9 and 9.5 (expressed as 9.499 to encompass anything just up to 9.5) earns 20 points, and Quality Scores of 9.5 or better (expressed as 9.5 to 10) earn 50 points.

Mr. Business Pro-tip: While there is no limit to the number of Levels that can be used in a Game, the K.I.S.S. principle applies.

Once you've completed Game Scoring, click the Save button, and the select the **Participants** tab.



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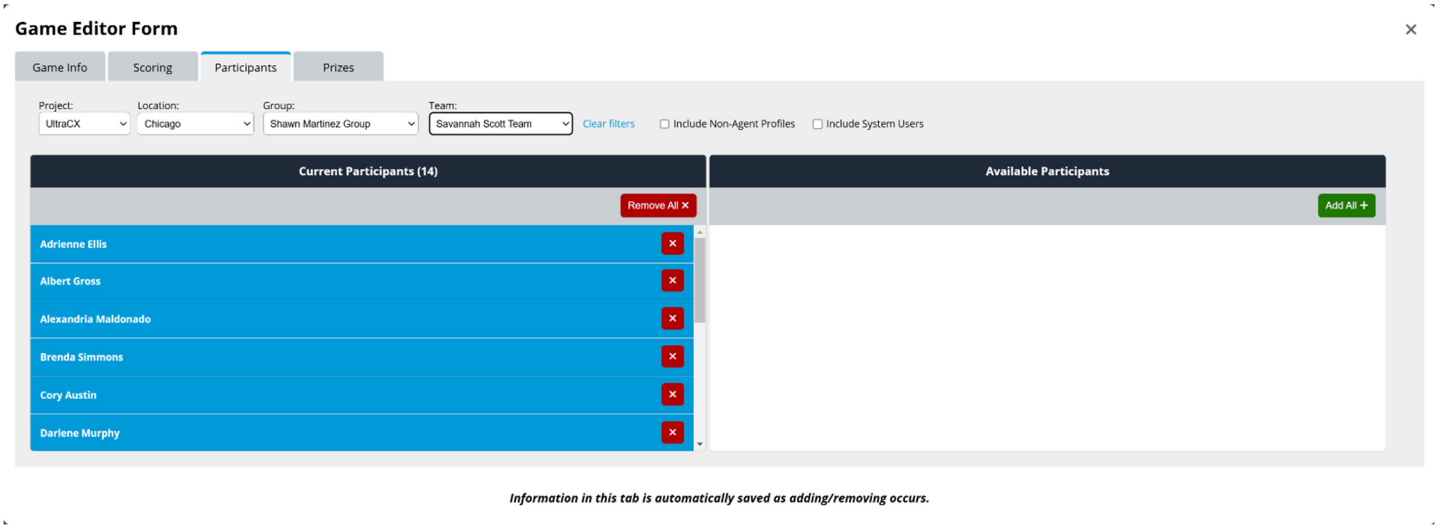
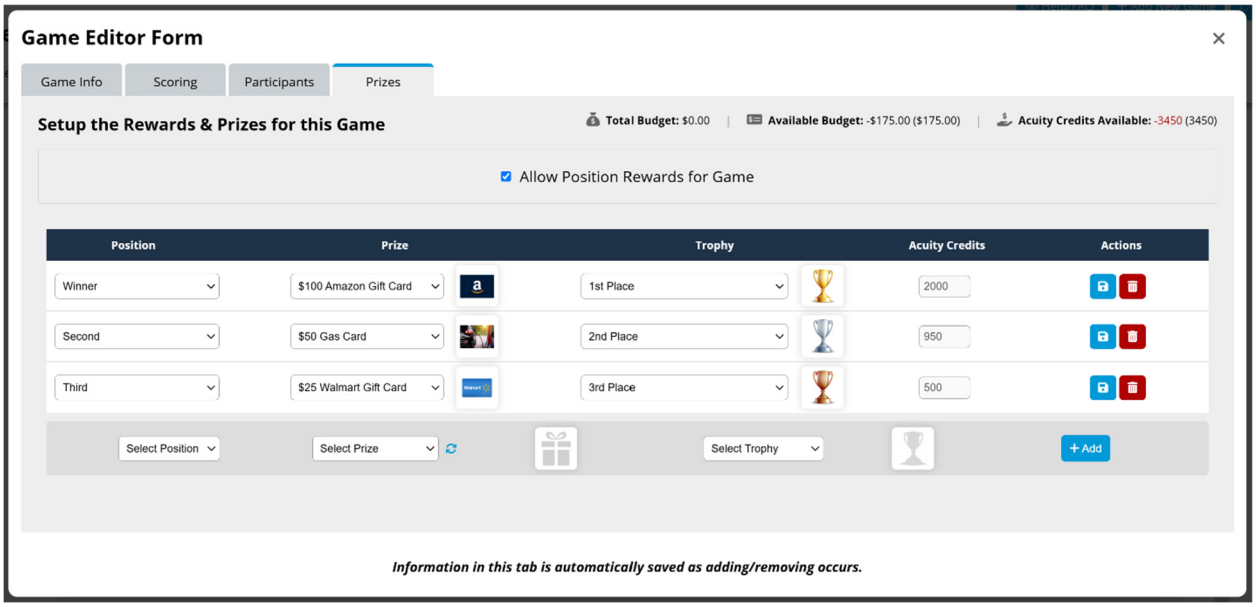


Tab 4 – Prizes

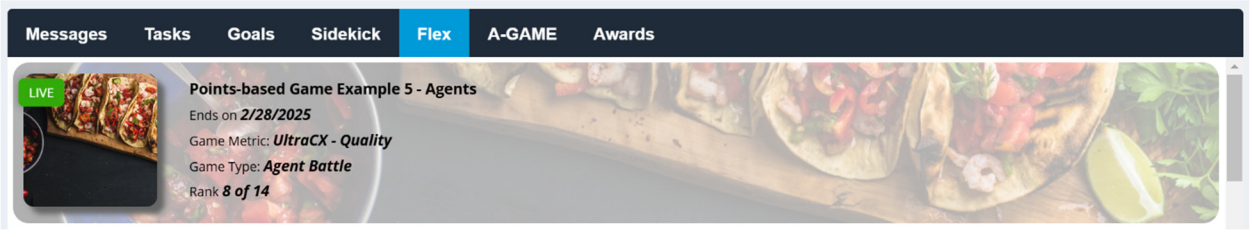
Acuity prize options are vast and are covered in detail in a dedicated section of this guide. Below are examples of the simplest form of prize setup, i.e., ad hoc entry of whatever the prize may be (which could be applicable to only the winner, top three participants, or whatever makes sense).

And below is an example of a 3-tiered reward model.

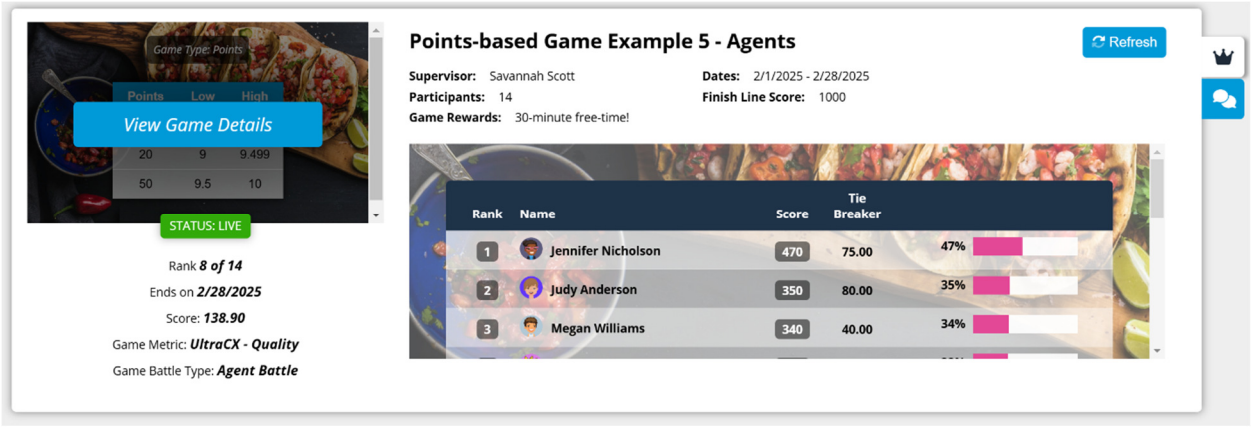


Gameboard Views

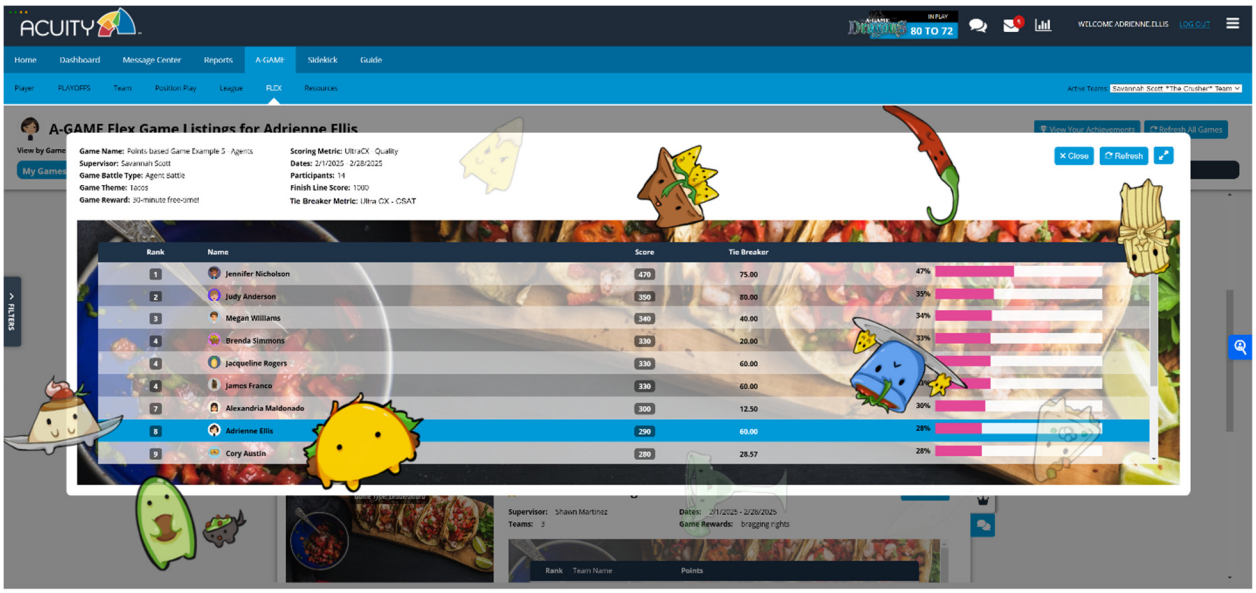
Dashboard



Flex Home



Full Gameboard Detail

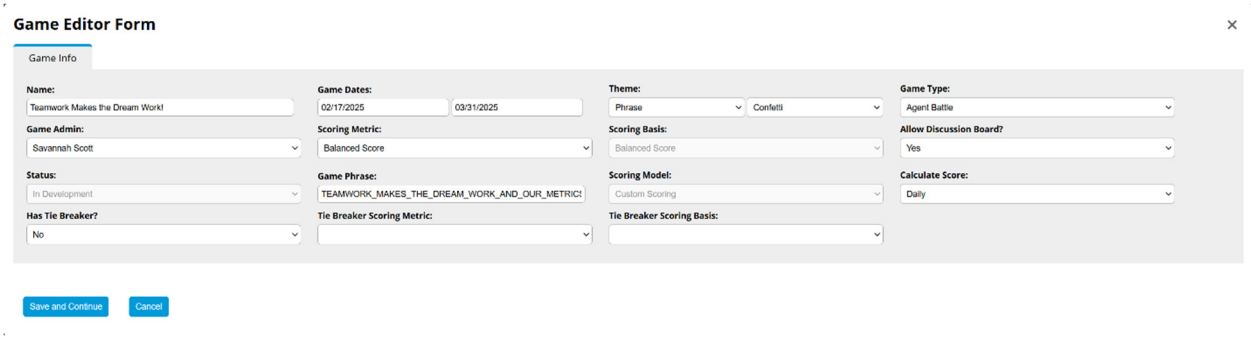


Phrase-based Game Example

Basic Mechanics:

- It functions as a race where each day players (agents, supervisors, teams) who achieve their target metric reveal a letter in a hidden phrase
- The first to complete the entire phrase wins
- Phrases are strategically created to reinforce important metrics or values (like "Customer_Satisfaction_Is_The_Secret_Sauce_Of_Revenue_Growth")

The screenshot below shows the "Game Info" tab of a completed Game Editor Form for our sample Phrased-based game.

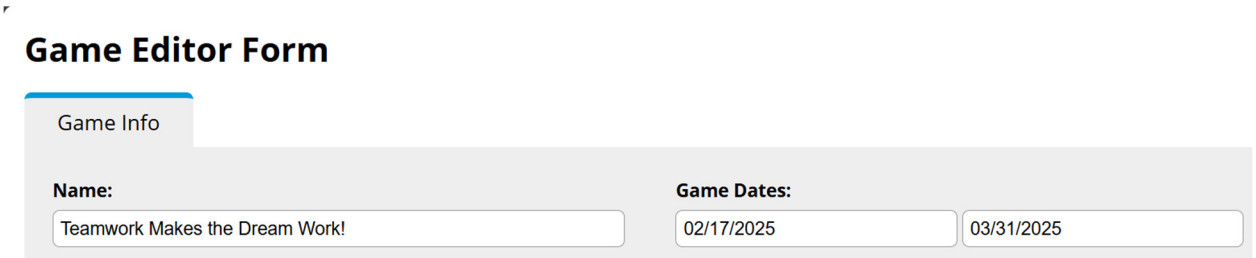


Now, let's walk through the steps to Create this Phrase-based Game:

Tab 1 – Game Info

1. **Name**

Name your game something creative and consistent with the related theme. Mind you, this isn't the game Phrase – we'll get to that in a moment.

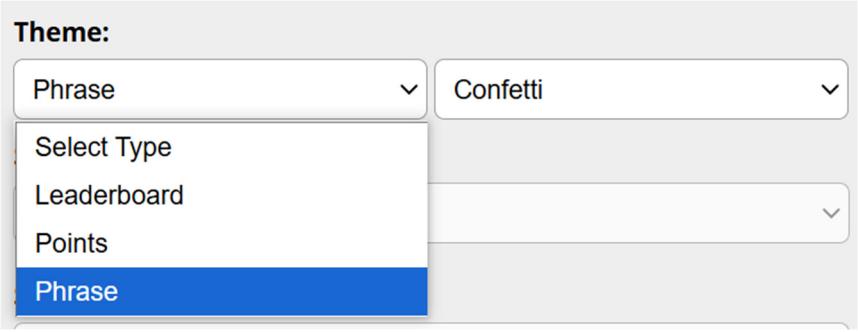


2. **Game Dates**

Specify the date range for your game.

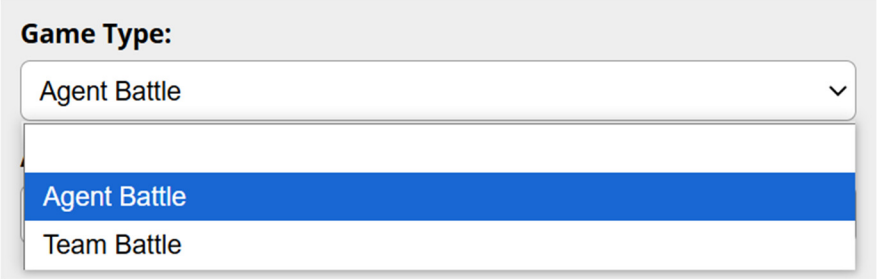
3. Theme

Select “Phrase” from drop-down field 1, and the theme you like from drop-down field 2.



4. Game Type

Select either Agent or Team battle. In this example, we’re implementing an agent competition.

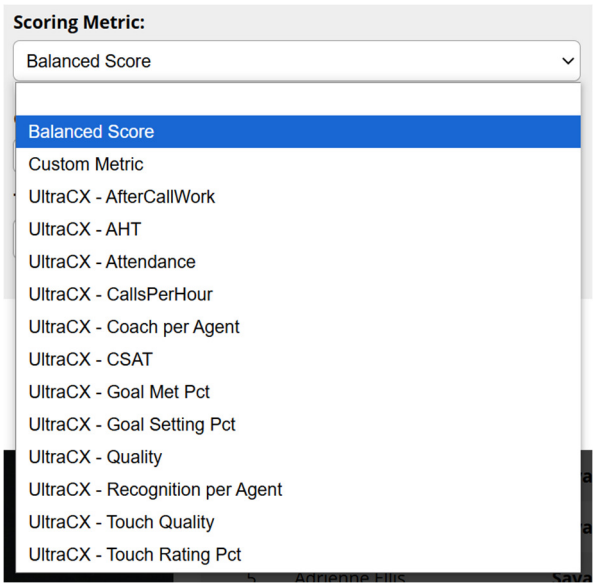


5. Game Administrator

When logged in as a supervisor, the **Game Admin** name will pre-populate with that supervisor’s name. Supervisors can only create games for their teams. Group or higher-level managers will be able to create games for one or across multiple supervisors and designate themselves or another manager as the Game Admin. In this example, the supervisor – Savannah Scott is logged in as herself and creating a game for the agent she supports.

6. Scoring Metric

Next, select the KPI or scoring metric you’d like to serve as the basis for game scoring. Our phrase- game example uses **Balanced Score**.



7. Scoring Basis

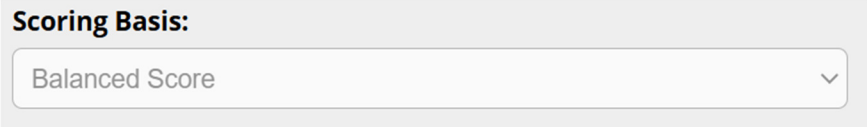
Acuity assimilates KPIs in three fundamental ways:

1) **Standard Value** (aka "Raw Score") and

2) **Scored Value** (aka "KPI Score"). Standard Value refers to the numeric value assigned to the KPI by its native system or source. For example, a survey system collecting **CSAT** scores might use 1-5 as the range by which customers can rate their satisfaction with an aspect of service to which they were provided. **Average Handle Time** (AHT) duration would typically be generated in terms of total seconds. In either case, Acuity correlates these standard values into performance scores that reflect the degree of success to which they correlate. The target for CSAT might be a perfect standard score of 5 and, therefore, correlate to performance level 10, standard 4 correlates to a scored value of 7, standard 3 to scored 2, and so on. KPIs like AHT can vary further depending on what constitutes the desired outcome. Sometimes shorter AHT is best. In other cases, a sweet spot call duration is best and anything lower or higher correlates to a lower scored value. In any case, you'll need to consider these factors to determine the best Scoring Basis for you Flex game.

3) **Average Value**. For Flex Games configured with this option, the average of all points earned/awarded each day over the course of the game is calculated to determine winner/s

Since the scoring basis for this game example uses **Balanced Score**, standard value is not relevant (Balanced Score is inherently a Scored Value).

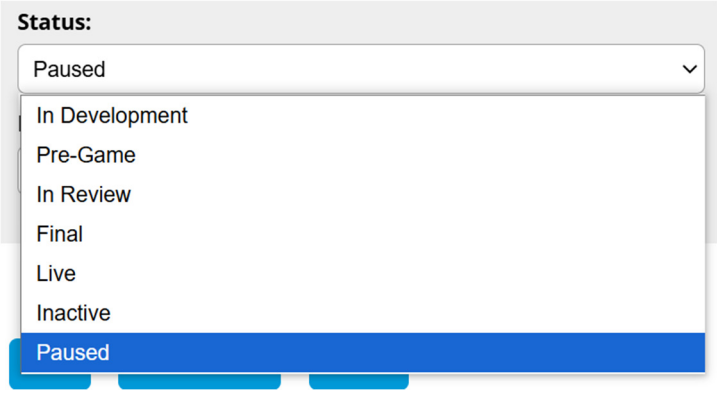


8. Discussion Board

Flex Games offer an optional leaderboard-integrated community post feature that allows participants to cheer on, boast, or "smack talk" their opponents. Select Yes or No to display or deactivate this feature.

9. Game Status

When creating a new game, the default status of the game will be In Development, but there are seven different **Game Status** types in all. This attribute is not something you'll typically adjust here but reflect a change in Game Status initiated in another Flex admin interface. Short descriptions of the seven Game Status types are included below the following screen shot.



In Development: A new game in which the name, date range, theme, scoring basis etc. are in the process of being determined.

Pre-Game: A new game in which all attributes have been defined but the start date has not yet begun.

In Review: A game that's ended but awaiting final review by the administrator (typically to verify that all relevant data has been received and processed) before switching to **Final** status.

Final: Flex Game that has been fully completed and closed by the administrator.

Live: Flex Game that is currently in play!

Inactive: Flex Game that was setup at some point and subsequently abandoned (or ended per game end-date) due to one or more configuration or other error/s, i.e., KPI, participant, scoring logic, game type, etc.

Paused: Flex Game that's been created and started but has been suspended, typically pending review and adjustment of a scoring or other attribute, before being Re-Started (switched back to Live status).

10. Tie Breaker

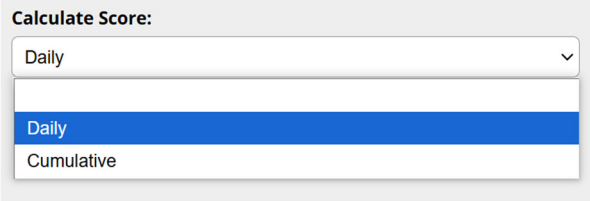
Tie-breakers are a handy game attribute in a couple of key scenarios:

- Games in which the metric selected could likely end in a tie. The secondary KPI is used as the basis to break the tie among two or more players and determine the game's winner/s.

- Games in which you simply want to spice things up by introducing a secondary metric to complement the first. One of gamifications many benefits is to heighten awareness to the metrics that matter to the business, - outcomes or behaviors to which you're already managing. Adding a tie-breaker metric to any Flex Game is a great way to maximize game utility, value, and impact. Our Phrase-based game example does not use a Tie Breaker (see Points-based Example for Tie Breaker use details).

11. Calculate Score

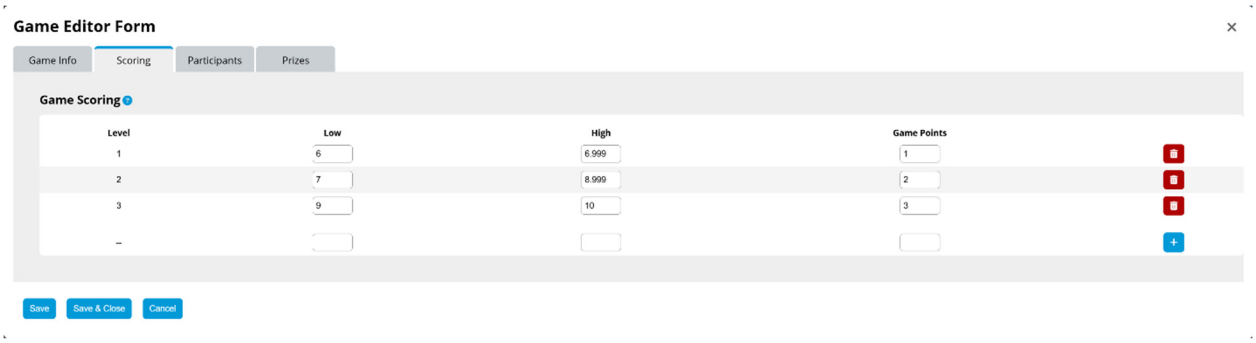
Flex game scores can be calculated each day (**Daily**), i.e., a sum of the points earned or awarded each day during the game, or **Cumulative**, reflecting the average score for the KPI over the duration of the game. Cumulative scoring is appropriate for KPIs, like CSAT or Quality where it's less likely that participants will receive entries each day, making daily scoring a challenge.



Once all attributes in the Game Info tab have been completed, click the **Save** button and then the **Scoring Tab**.

Tab 2 - Scoring

Game scoring for **Phrase** games is treated similarly to Points-based games in that points awarded (phrase letters revealed) correlate with defined performance targets. We've created simple three-tiered scoring model for scoring on our sample Phrase game. Agents with a Balanced Score of between 6 and 6.999 that day earn 1 point, agents between 7 and 8.999 earn 2 points, and agents at 9 or higher earn 3 points (agents with lower than a 6 Balanced Score, earn 0 points in this example).



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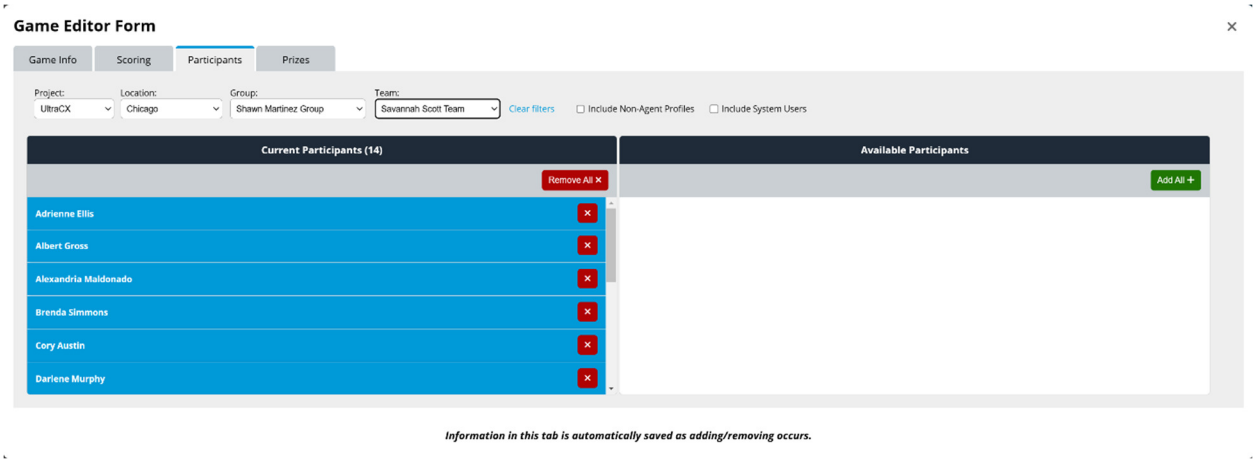

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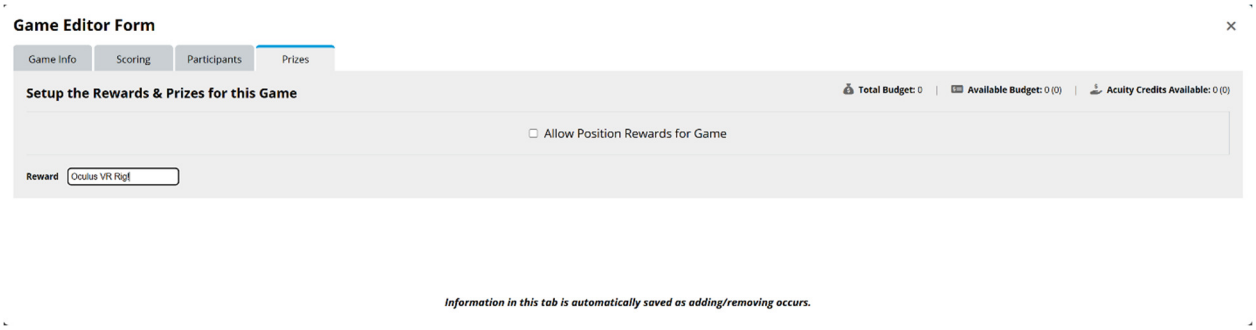
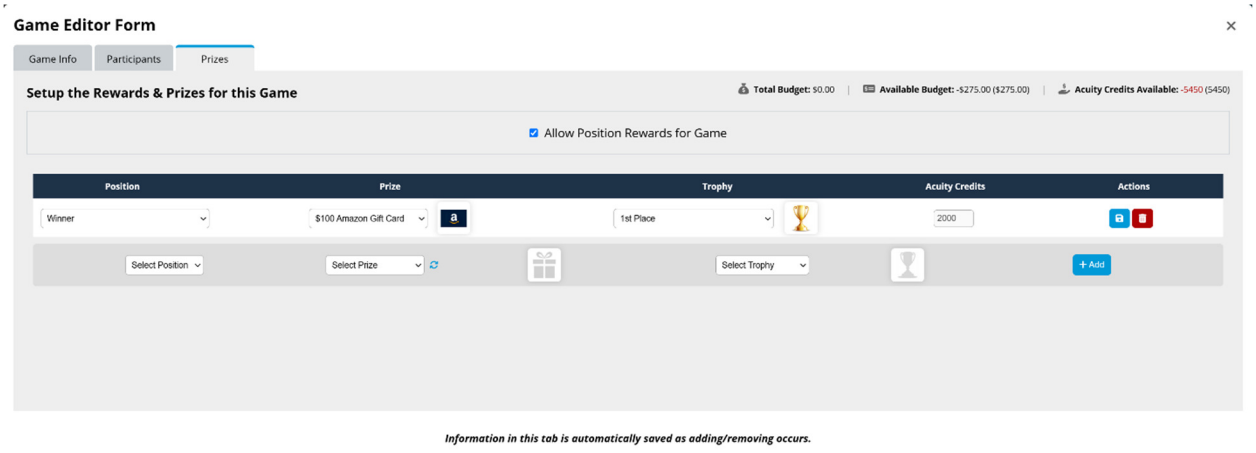
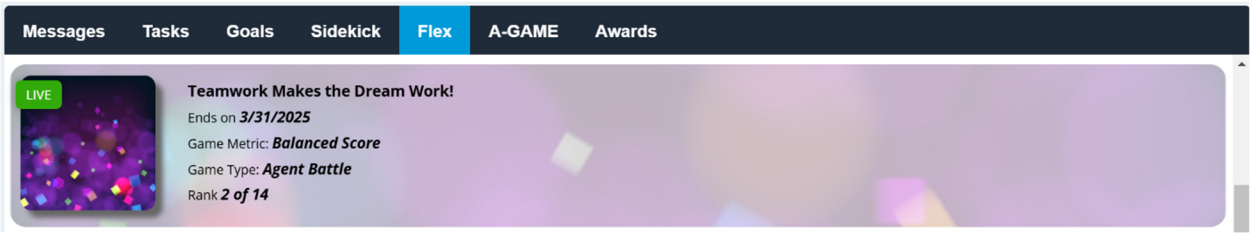


And below is an example of a tiered reward model (single tier in this case).

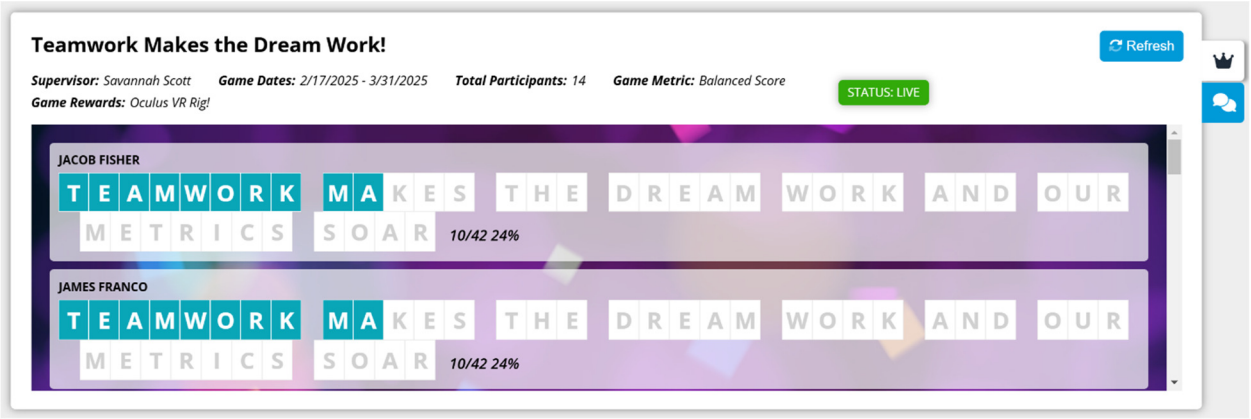


Gameboard Views

Dashboard



Flex Home



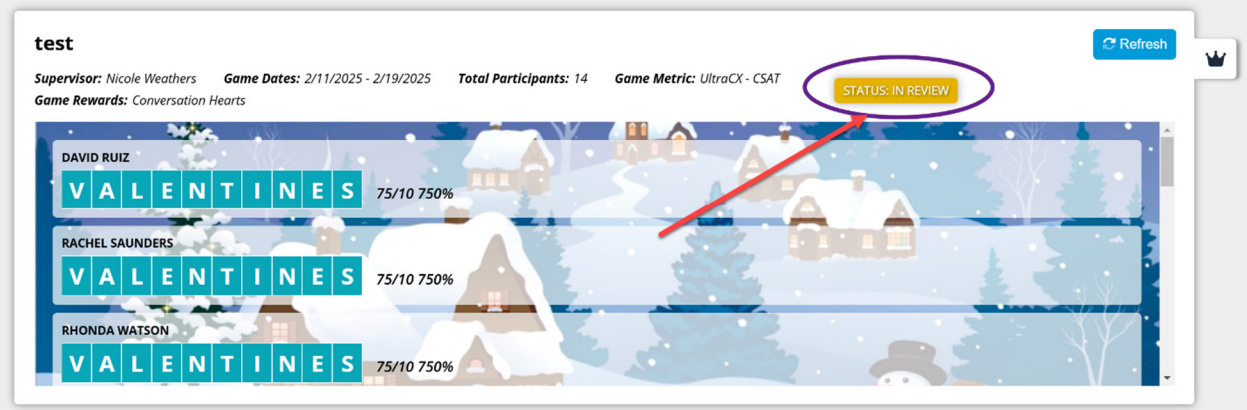
Full Gameboard Detail

Other A-GAME Flex Stuff

Finalizing Games

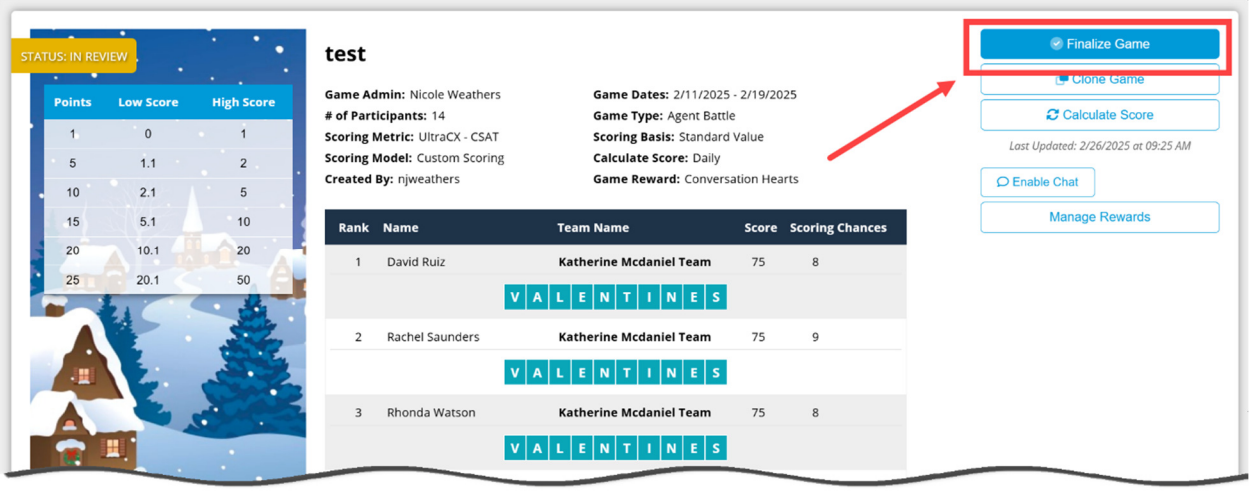
Once a Flex Game is completed, due to a defined end date, quest or destination achieved, target points or score met, Flex games do to not Finalize automatically, at least immediately, but rather switch to a **Review** status. This enables the game administrator to verify that all relevant data has been processed and that anything amiss or incorrect about scoring or other game factors can be addressed before finalizing.

Upon Acuity Login, go to **A-GAME** | **Flex | My Games** to view the full list of active games. Games in Review will be marked as shown below.



Click the Add/Edit Games button:

Find the game in Review, check it over for data accuracy or other issues (there shouldn't be but it's important to verify) – and if all is well, click the Finalize button.



Game Listings

Another handy way to view the currently live Flex Games is **All Games**. To render this Flex view, go to **A-GAME | Flex | All Games** and the compact, aggregated display of the active games