

1Stream releases gamification technologies white paper

Call centre technology provider 1Stream is taking the lead and has released a white paper outlining the potential for gamification technologies in South African contact centres.



The white paper was created to provide a glimpse into how gamification is shaping business, and what it can offer the contact centre in particular.

Gamification is not a quick fix to motivation challenges. It requires a deep understanding of the organisation, long-term commitment from senior executives and must offer real value to employees. But when implemented correctly, it can boost motivation, reduce the cost of training, and even drive innovation.

The paper can be downloaded here: [The potential for gamification in South African contact centres](#). (Size: 535 KB)

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