Internal Benchmarking Through Gamification

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Session Description

Gamification - what a stupid idea.... or so some of us thought. Drastic organizational improvements, increased process adoption, improved desires to create and collaborate through knowledge management: it’s time to start believing. In this session, you’ll discover ten steps for inspiring and engaging your team in ways you never thought possible. (Experience Level: Advanced)

Speaker Background

From help desk to CIO, Matt Hooper has more than twenty years of experience helping organizations transform IT cultures from service-centric to customer-centric. An international speaker and educator on agile business management, leadership, technology, and customer service, Matt shares his vision for growing and sustaining business outcomes through ITSM, DevOps, and PPM agility. Matt is also a podcaster, avid blogger, and social media personality.
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“Modern technology has become a total phenomenon for civilization, the defining force of a new social order in which efficiency is no longer an option but a necessity imposed on all human activity.”

- Jacques Ellul

*Author: The Technological Society (1967)*
Forms of Gamification you may already be using:

Travel Rewards:
- Sliver, Gold, Platinum

Social Media:
- Likes, Re-posts, Connections

Crowd Sourcing Apps:
- WAZE, Yelp, TripAdvisor

Wearables:
- Runkeeper, fitbit

Training your Analysts on Best Practice **WILL NOT**:
- Improve morale
- Increase performance
- Build loyalty
- Change behavior
Getting Your Analysts to Adopt Best Practice

WILL:

- Improve morale
- Increase performance
- Build loyalty
- Change behavior

Gamification
Instant Feedback...

- Praise
- Recognition
- Acknowledgement
- Appreciation

You're doing a SUPER AWESOME job.

Gamification creates...

- Motivation
- Inspiration
- Creativity
- Dedication
Gamification is NOT!

Gamification is NOT!
Gamification is insight into...

- Desires
- Performance
- Potential

10 Steps to building the Gamification

1. Set Goals
2. Define KPI’s
3. Determine Players
4. Design Game
5. Provide Training
6. Communicate Game
7. Launch
8. Promote Players
9. Check Behaviors
10. Increase Scope
Example: Improve 1st Tier Resolution Capability

1) Set Goals:
Increase 1st tier resolution by 15% in 2016

2) KPI’s
- Requests/Incidents closed without escalation
- Quality maintained within 5%
- Response time maintained within 5%

3) Players
- Service Desk Analysts
- Tier 2 support teams

4) Game design:
- Close w/o escalation +5pts
- Creating knowledge +5pts
- When KBA is used +2pts
- Attaching KBA +2pts
- Increasing call time -2pts
- Decreasing quality -2pts

5) Training
- How to create KBA’s
- How to search KBA’s
- How to attach KBA
- How to monitor call wait time
- When to escalate

6) Communication Plan
- Set Launch Date
- Set training dates
- Put up Posters
- Give it a fun name
- Email blast plan from highest ranking executive appropriate
- Establish visual monitor of leaderboard (or landing page)
Example Leaderboard

Example: Improve 1st Tier Resolution Capability

7) Launch
- Turn on tracking
- Expose Leaderboard

8) Promote Players
- Encourage Player performance from management

9) Check Behaviors
- Monitor results of KPI’s
- Benchmark current vs. past performance of KPI’s
- Provide additional training where needed

10) Increase Scope
- Bring players from Tier 3 support & management
- Set new KPI’s and Game design
3 Key Learnings of Gamification

• **Legitimize the Program**
  • Formalize the merit badges
  • Actively communicate the improvements

• **Automate the Tracking**
  • Audit activities to increase rankings
  • Instantly update measurements

• **Frequency & Excitement**
  • Real-time & Trusted
  • Create Healthy Competition
Thank you for attending this session.

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