



Aspect League  
Messaging Guide  
DEC2024



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## Pain points and problem statements

### Pain Points

#### *Agent performance + engagement and recognition*

- Inconsistency in agent performance: \*\*\*\*Fluctuating quality in call handling and resolution due to varying levels of agent motivation and engagement, leading to customer dissatisfaction.
- Lack of clear goal tracking: Without visible and trackable goals, agents struggle to gauge performance, resulting in a lack of direction and decreased motivation.
- Insufficient recognition and rewards: Inadequate systems to acknowledge high performance leave agents feeling underappreciated, negatively impacting morale and retention.

#### *Operational efficiency and cost*

- Time-intensive manual incentive processes: Valuable management time is consumed by cumbersome reward and incentive systems that are inefficient and prone to error.
- High agent turnover: The costs and disruption caused by frequent hiring due to poor job satisfaction and lack of motivation lead to a loss in productivity and increased training expenses.

#### *Adaptability and integration*

- Struggles with remote work engagement: The shift towards hybrid and remote work environments presents challenges in maintaining team cohesion and consistent motivation.
- Difficulty integrating with existing systems: The need for a motivational solution that seamlessly integrates with current platforms without causing disruptions or requiring extensive training.-  
Scaling performance management: Inability to effectively scale motivation and performance management strategies to match the evolving size and scope of the business.

### Problem Statement

Organizations face persistent challenges in managing agent performance, engagement, and recognition, which leads to inconsistent service quality, decreased motivation, and high turnover. Agents struggle without clear goal tracking or sufficient recognition, resulting in lower morale and retention. Operational inefficiencies in manual incentive processes drain management time, while high turnover increases hiring and training costs. Additionally, adapting to hybrid work models, integrating seamlessly with existing systems, and scaling performance management to meet organizational growth present further obstacles. A streamlined, integrated solution is needed to enhance agent motivation, operational efficiency, and adaptability in today's dynamic work environment.

### Solution

# Aspect League Messaging Guide

Aspect League addresses these challenges by creating a motivating and rewarding work environment



through gamification. With a combination of points, badges, leaderboards, and personalized rewards, League makes work enjoyable and empowers employees to excel. This platform seamlessly integrates with existing systems, making it easy for organizations to implement a scalable, effective motivation strategy that aligns with their goals. By turning daily tasks into engaging challenges, Aspect League helps companies improve agent retention, satisfaction, and overall performance.

## Messaging hierarchy

<b>Solution name</b>	<b>Aspect League</b>
<b>Positioning (Shortest)</b>	Aspect League lets you turn every day into an engaging activity full of challenges, recognition, and rewards.
<b>Positioning (Short)</b>	Elevate your team’s engagement & performance with Aspect League’s innovative gamification platform. Transform challenges into achievements with real-time recognition and rewards systems.
<b>Positioning (Long)</b>	Aspect League fosters employee engagement through gamification, personalized coaching, and a user-friendly learning management system. By turning challenges into achievements, Aspect League motivates and empowers staff to reach their full potential. It creates a fun and competitive environment while driving team performance. Aspect League goes beyond traditional incentive models to drive employee engagement and productivity. By fostering an environment steeped in recognition, goal-oriented challenges, and a supportive culture, we pave the way for operational excellence and a Leagued workforce. Aspect League invigorates your team to drive meaningful outcomes for your business - such as reducing employee churn and promoting consistent workforce productivity.

## Benefit statements

<b>Benefit</b>	<b>Description</b>
<b>Employee growth</b>	Develop customized competitions to encourage employees to learn and improve professional skills. League integrates with Aspect Quality to offer adaptive learning modules based on individual and company goals.
<b>Employee retention</b>	Improve employee retention by building a company culture rooted in acknowledgment and appreciation of your people. When work feels like



	play and includes reward, employees are happier and more likely to stay onboard.
<b>Positive team dynamics</b>	Build a stronger team with workplace gamification, competition, and collaboration. League can adapt to hybrid and remote teams, encouraging everyone to build stronger work relationships.
<b>Consistent workforce productivity</b>	Utilize gamification for employee engagement and boost team productivity through incentivized competitions. Create a flexible reward system and treat high performers to customizable prizes, encouraging consistent motivation and engagement.

### Use cases

Use Case	Description
<b>Increase employee motivation</b>	Increase employee motivation and engagement to improve service quality and customer satisfaction.
<b>Scale motivation and performance management</b>	Effectively scale motivation and performance management strategies to match the evolving size and scope of your business.
<b>Boost morale and retention</b>	Implement employee recognition initiatives to boost morale and employee retention.
<b>Improve sense of community</b>	Encourage team collaboration and competition to break down silos and foster a sense of community.

### Features and capabilities (by category)

Competition and challenges	
<b>Duels</b>	Challenge colleagues to head-to-head matchups to earn spendable points by putting skills to the test.
<b>Contests</b>	Drive performance through friendly rivalry by setting up competitions between agents, campaign groups, teams, or even create custom user-defined groups tailored to specific objectives.
<b>Tournaments</b>	Through a sports-style bracket, agents are automatically seeded based on their historical performance and compete in a series of head-to-head matches. Winners advance to the next round, while eliminated players can stay engaged by voting on who they think will win each matchup.



<b>Normalization</b>	Ensure fair competition across different campaign groups by leveling the playing field by adjusting for variations in campaign dynamics, allowing agents from different groups to compete equitably. Whether it's for contests or duels, normalization eliminates unfair advantages, ensuring results are based on individual performance rather than campaign-specific factors.
<b>Performance tracking and monitoring</b>	
<b>Dynamic Leaderboards</b>	A ranking system that showcases individual performance in real-time, highlighting top performers and providing visibility into standings for contest or KPIs.
<b>Scoreboard</b>	Displays a summary of personal scores, peer scores, and top scores for agents and supervisors. The scoreboard provides a visual representation of KPIs used to track and evaluate the progress of an agent and supervisor towards achieving their specific goals. Supervisors can view their personal scores along with peer scores, as well as the top scores from agents and other supervisors in their sector.
<b>KPI import</b>	Align your individual and employee challenges with business goals, tracking progress in a transparent dashboard. Employees can self-track progress to motivate them to reach higher business goals. Create and configure your KPIs without requiring professional services.
<b>Rewards and incentives</b>	
<b>Raffle Room</b>	Agents can use their earned points to purchase raffle tickets, with each ticket representing one chance to win. When the raffle wheel is spun, participants eagerly await to see if they've snagged the prize.
<b>Auction House</b>	Admins can list items for agents to bid on using their spendable points. The item goes to the highest bidder when the auction ends, adding a competitive edge to the process. For added flexibility, you can enable the <b>Get It Now</b> option, allowing agents to purchase items immediately at a set price without waiting for the auction to conclude.
<b>E-Gift Card Store</b>	Agents can use their spendable points to select from a variety of gift cards, instantly delivered via email through our integrated gift card platform.
<b>Coaching and development</b>	
<b>Gamified coaching</b>	Managers can deliver real-time feedback, address skill gaps, and drive improvement through interactive coaching sessions with multiple agents. Track progress, schedule follow-ups, and attach relevant resources like lessons or surveys for targeted learning.



<b>Accelerated learning</b>	Integrate training with game mechanics to improve learning retention and motivation while making professional development more engaging. Upload existing content from a variety of formats or create new content with flexible tools like YouTube, Vimeo, and more.
<b>Employee engagement and motivation</b>	
<b>Personalization and collaboration</b>	Agents can personalize their profiles with custom pictures, dashboard backgrounds, and achievements, while also fostering collaboration by sharing best practices, connecting with colleagues, and celebrating successes with Hi5s.
<b>Clear goal setting and achievement display</b>	Clear and communicable goal setting allows employees to track and celebrate their achievements (in near real-time).
<b>Automation and notifications</b>	
<b>Triggers</b>	A powerful automation tool that helps administrators address performance gaps in real-time. When an agent fails to meet a defined KPI threshold, Triggers can automatically initiate tailored actions to keep development on track.
<b>External notifications</b>	Admins can configure an email server to send notifications externally via email or SMS to various roles, complementing the regular notifications delivered through the League website or mobile app.
<b>Mobile app</b>	Never miss a beat or a bid on an auction while on the go.
<b>System integrations and connectivity</b>	
<b>Cross functionality</b>	Seamless cross-functional integration with Workforce and Quality to ensure updates across interconnected solutions.

## Connectivity

Connector	Deployment Type
Alvaria Cloud (fka Via CEC)	Cloud
Aspect Quality	Cloud
Aspect Workforce	On-premises   Hosted   Cloud
Alvaria CX	Premise   Hosted
CSV File	On-premises   Hosted   Cloud
API	Premise   Hosted



## Competitive differentiators

**Engagement Focus:** Aspect League places a strong emphasis on creating a fun and competitive work environment. By turning daily tasks into games, it can significantly boost employee morale and engagement, which is particularly beneficial in high-stress environments like contact centers.

**Customization:** The platform allows for highly customizable competitions and challenges. This flexibility means you can tailor the gamification elements to align with specific business goals and team dynamics, making it more adaptable to different organizational needs.

**User Experience:** Aspect League is designed to be intuitive and user-friendly, which can lead to higher adoption rates among employees. Ease of use can reduce the learning curve and encourage more consistent participation.

**Real-Time Feedback:** Aspect League offers real-time feedback and performance tracking, which can help employees stay motivated and aware of their progress. This immediate feedback loop can be more effective in driving continuous improvement.