

Motivating Millennials

More than one-in-three American workers today are Millennials (adults ages 18 to 34 in 2015), and this year they surpassed Generation X to become the largest share of the American workforce, according to new Pew Research Center analysis of U.S. Census Bureau data.¹ While Millennials are sometimes referred to as entitled, lazy, and easily distracted, they are, in fact, highly efficient with technology and more educated than previous generations.²

Like the generations before them, Millennials want recognition for their contributions, opportunities to succeed, and to be challenged along the way. Unlike previous generations, Millennials expect to use leading-edge technology to collaborate globally, and quickly see how they are affecting the organization. Given their importance in the workforce, organizations are trying to determine how best to motivate, retain, and make Millennials successful.

Gamification for Millennials

Millennials have grown up in the dawn of the Internet, and are technologically savvy. They are also used to having cell phones or smart devices on hand at all times. This has allowed them to access information, connect with friends or entertain themselves from anywhere at any time. That entertainment includes playing games, which are readily available on today's smart devices.

Gamification, a method of incorporating game-like scenarios in a business environment, has emerged as one potential way to successfully engage and retain Millennials and help them thrive. Like some of the most popular games, gamification platforms create achievable goals and interactive challenges for employees. These goals are tied to users' daily tasks and leverage creative game narratives, such as racecar driving, city building, and scavenger hunts.



For example, instead of just answering phones in a contact center, which can quickly become monotonous, gamification solutions track the number of outbound calls made on screen so users can see their progress against goals, just as if they have reached a new level on one of their favorite games. This brings an element of challenge to the workplace.

Positive Reinforcement

Gamification platforms provide continual updates on performance that many Millennials have come to expect. When working toward a goal – for example, selling 10 insurance policies in one day – gamification platforms provide leaderboards that show where users rank compared to their peers. Done well, gamification platforms display the employee's spot on the leaderboard (no matter what place the user is in), provide rewards for achievements (badges), and assign points for tasks to indicate progress – giving employees a constant stream of feedback for their work and level of success. This helps motivate them and keep them engaged.

¹ Millennials surpass Gen Xers as the largest generation in US labor force" www.pewresearch.org, May 11, 2015.

² "How Millennials today compare with their grandparents 50 years ago," www.pewresearch.org, March 19, 2015.

Instant Gratification

The Millennial generation has developed a need for speed – from instant responses on Facebook to communication, information, and entertainment on demand. This instant access to information has carried over into the workforce, where Millennials are looking for continuous feedback on their performance.

This need for continuous feedback is actually a good thing, because it demonstrates a desire to constantly improve and make progress toward one's own goals (which should also be aligned with the organization's goals). Gamification solutions feed into this desire with instant feedback, in terms of points and rankings on how an employee is doing against those goals. In addition, if someone needs improvement or skills sharpening, gamification platforms can provide on-the-spot training to help boost overall performance.

Collaboration

Socially, Millennials are accustomed to being connected with their peers. Group texts and social networking have helped reinforce team dynamics among this generation. Gamification can encourage collaboration and the sharing of knowledge by gamifying contributions to an internal community or knowledge base.

Employees can be given points and badges and recognized by peers and managers for posting or responding to questions, rating documents, and consuming content.

It can complement the staffing strategies used by many organizations, in which teams are built by selecting individuals with different skills and competencies across different sites and time zones. Sharing experiences and knowledge across groups can help deliver a more consistent level of service or address specific customer requirements (such as 24-hour support).

Conclusion

Millennials are a different breed of employee. They want immediate feedback, lots of encouragement, and the opportunity to work as a team in an engaging, dynamic environment. Gamification solutions can help satisfy these needs by helping to motivate employees, keep them on track, and improve job performance.

Verint® Gamification™

Our enterprise software solution applies game mechanics to help you engage staff, communicate goals, measure and acknowledge achievements, inspire collaboration, and motivate teams. Going beyond the points, badges, and leaderboards typical of many gamification applications, Verint Gamification provides rich game narratives right out of the box with clear calls to action focused on personal and shared performance metrics, on-the-job mastery, and enhanced customer interactions. By coupling engaging themes such as racing, virtual city building, or scavenger hunts with a progression of challenges, the solution can capture employee interest while helping build desired skills and behavior.

Verint. Powering Actionable Intelligence®

Verint® is a global leader in Actionable Intelligence® solutions with a focus on customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in 180 countries – including over 80 percent of the Fortune 100 – count on Verint solutions to make more informed, effective, and timely decisions.

Americas

 info@verint.com

 1-800-4VERINT

Europe, Middle East & Africa

 info.emea@verint.com

 +44(0) 1932 839500

Asia Pacific

 info.apac@verint.com

 +(852) 2797 5678

 verint.com

 twitter.com/verint

 facebook.com/verint

 blog.verint.com

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change. Not all functionality is available in all configurations. Please contact Verint for current product features and specifications. All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners. © 2016 Verint Systems Inc. All Rights Reserved Worldwide. 03.2016