

Score Big in Knowledge Management with Gamification

There are two fundamental steps you can take to give your knowledge management program the best chance of succeeding. The first step is to ensure that the system contains **useful** content. The knowledge stored in the system must contain information that your end users are looking for or it is of very little value. The second step is to help ensure that the end users actually use the knowledge management system to get information. If your user base chooses not to access the application on a regular basis, then all the hard work in creating useful content serves no purpose.

Gamification offers a solution to encourage both contribution and adoption, helping you meet the business goals of your knowledge management program.

Keeping employees engaged with their work can be an ongoing challenge for many organizations. While coaching, mentoring, and training can enhance employee engagement, savvy organizations are incorporating elements of game theory – gamification – into the workplace to help stimulate and motivate their staff. By creating games with engaging themes and narratives, organizations can change employee behavior, help motivate employees to consume product/service content, encourage collaboration, and drive engagement.

Creating Useful Content

When you lack documentation on a subject, what do you do? You ask an expert. Oftentimes, the most useful information is locked in the memory and experience of your most valued employees. Given their job responsibilities and all the other projects on their plate, documenting and sharing this knowledge is often not viewed as a priority. In other cases, employees may learn useful knowledge in real time while solving issues for customers, but aren't incented to share it. Again, these employees often do not



prioritize the documentation of this new information. Since it is not in the knowledge base, the next time a customer has the same issue, the information has to be discovered again. As expected, a knowledge management system is only as good as the content it stores, so the process of documenting useful information from your employees can be a real challenge for your organization.

Gamification is a particularly effective tool to help motivate employees to contribute to the knowledge base because of its ability to track complex key performance indicator (KPI) goals. It isn't enough to simply award points for writing content. If this were the case, your knowledge authors might be tempted to write as quickly as possible with no concern as to whether the content was well written or even needed by the user community. Instead, gamification can track and award points, badges and status for not only writing an article, but also each time that article is used by an employee, linked to a case, or rated highly. With this approach, authors are motivated to write the most valuable content possible, encouraging quality over quantity.

Ensuring Collaboration and Consumption

The best way to ensure your employees are providing consistent, accurate, and up-to-date information to customers is to use a central knowledge base. Unfortunately, knowledge base adoption is a major problem at many organizations. Employees may not want to leave their current task to search a knowledge base, may think they already know the right information, or may have local copies of content on their own computers.

So how can organizations be sure their employees are leveraging the company's investment in knowledge management? Gamification. By creating contests and games around knowledge base usage, employees

and teams can compete to see who uses the knowledge base most effectively. Like knowledge creation, it is important to track a variety of metrics to achieve the desired behavior. Simply tracking the number of times an employee accesses the system does not necessarily indicate proper usage. The games should factor knowledge article access, searches, article feedback, linking articles to cases, and any other activity that management is trying to encourage.

Organizations can benefit from gamification to maximize their investment in knowledge management. By using these tactics, employees are likely to be more engaged and motivated, helping you achieve your business goals.

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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

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 blog.verint.com

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