

again, the early bird can be rewarded with more points than the ones who provided answers later.

b. Help from spectators. In this mode, spectators would be allowed to help an examinee if he could not answer a question, by letting them provide an answer from their smart devices. If the number of correct answers received is more than the number of wrong answers then that examinee earns a point otherwise he gets 0 points for that question. Here, there would be a limit on the percentage of questions for which an examinee can seek help from spectators.

6. Collaborative mode

In this mode, the examinees would be given the task of solving a specific customer issue. The solution would typically involve more than one step. The examinees would collaborate among themselves from their own devices to identify the correct steps to solve the given problem. The assessments in this category would typically focus on standard operating procedures and diagnostic procedures. The number of examinees would be at least two and it can more than two.

7. Multiplayer mode

In this mode, multiple players would form two teams. The teams will compete with each other in the same way that 2 players would compete.

8. Boxing mode

To add more fun to the assessment session, players can be allowed to pose more than one question, in succession without having to wait for the opponent to provide an answer to a question that is already posed. At the end of the session the player who has given correct answers to more number of questions wins. In this mode, a player would not be able to flood the opponent with too many questions as he himself has to earn more points to be declared a winner.

9. Inter-organizational assessment competitions

Inter-organizational competitions are common in variety of sports. Sports events are conducted where participants from different organizations compete with each other. Assessments can also be inter-organizational. They need not be confined to one organization. However, the question bank will be slightly different in nature. Questions that are too specific to an organization and for which answer is generally not available outside the organization should be avoided. Questions can be about the technology in general, it can be about a model of a product or a brand or about government's regulatory procedures or about procedures and processes that are common across organizations. All the modes discussed above can be applied to this scenario as well.

10. Participation from friends and families

In this mode, friends and families can offer help to the employee who is one of the competitors, in the same way as the case of spectators within the organization, which was discussed earlier. This approach can add a sense of closeness and belongingness to the employees towards the organization.

5. Discussion

We have seen several methods of assessing customer care employees using gamification. The primary aims of these methods of assessment are:

1. To make work fun and enjoyable for them and
2. To take the pressure out of them

Any or all of these methods can be used by an organization. To conduct such assessment sessions, the organizational team should have a complete list of questions that they want to include in their question. They should have an app that can work in the required mode. The employees generally possess smartphones and so this will not be a show stopper. Additionally, in the case of modes where spectators are allowed to participate, an equipment to project the question and the answers on a screen of some reasonable dimensions would be required.

6. Future Scope

The paper proposes several techniques of gamifying employee assessments. To make this a reality, the author intends to implement gamified assessment platforms in real life customer care scenarios. This would involve developing software apps on smartphone platforms like Android and iOS, implementing the modes of assessment proposed in the paper. It would also require a comprehensive question bank for employee assessment and a process for regular updates to the question bank to reflect the changes that happen to the business scenario.

7. Conclusion

We have shown how on-the-job assessments that are generally dreaded by employees can be made more of a fun and enjoyable activity in organizations. Ten different methods have been proposed and an organization can adopt any of the methods. The methods are particularly suitable for customer care employees who undergo tremendous pressure in their daily work routine.

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Author Profile



A.V. Murali received his B.Tech and M.Tech degrees in Metallurgical Engineering from IIT Madras. He has got an extensive work experience of over 25 years in diverse software application domains. His areas of work are primarily centered on applied research and systems implementation. His areas of research interest include software engineering, data mining and text mining, mathematical problem solving, gamification and game based learning.

