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Microsoft
Dynamics CRM

Microsoft Partner
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Turn Microsoft CRM usage into a Game!

If you faced with the situation that Microsoft CRM does not work well for your organization because people do not want to use it or they use it at minimal possible level, try to leverage an approach that will motivate them. **Make boring duties that your employees tried to avoid to be a part of the game!**

**Platform:** CRM 2011 on-premise and online. Intuitive, cross browser support.

How to have fun working with MS CRM! What are the features?

First of all start a competition between all people who participate in this endeavor that is regulated by the following rules:

1. A user gets points for each "create" or "update" operation in CRM *(create a lead – get points, complete a task – get points and so on)* that are immediately displayed in a special balloon in browser.
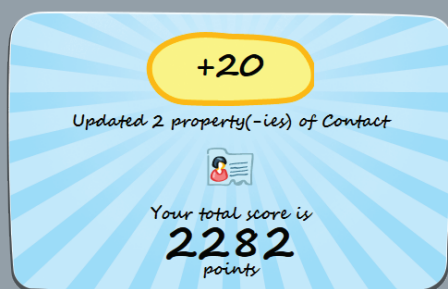
2. There is a special leaders' board where the top 5 players are listed. This **leaders' board** also displays the user's score It also displays the closest player and the gap in points between that player and the user.
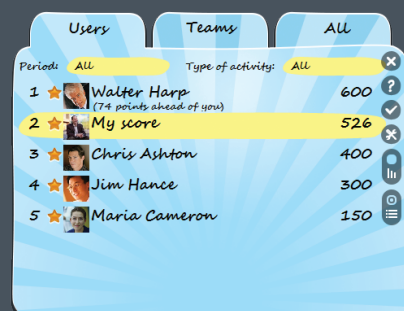
3. **Ranks:** Earned points bring users respect and special titles. They can progress from **novices to grand masters.** The titles are depicted on the leaders' board in front of the users' names.

4. **Customizable set-up** allows you to encourage and reward what you want *(For example if your sales team isn't making enough phone calls you can assign a high point value to making phone calls).*

6. **Track results** of the competing teams and users in real time and filter results by the type of activity or selected period. You can output the results as a histogram, or traditionally as a list, or combine them.

5. You can pick and **choose the "players"** – the highly competitive sales team members can be in the game, and you can leave the rest out!

7. **Know your customer better.** Special game for best client identification "How well do you know your client?" allows to refresh user's knowledge about customers and therefore increase the service level.

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GAME "How well do you know your client?"

List of Games

How well do you know your customer (contacts)?
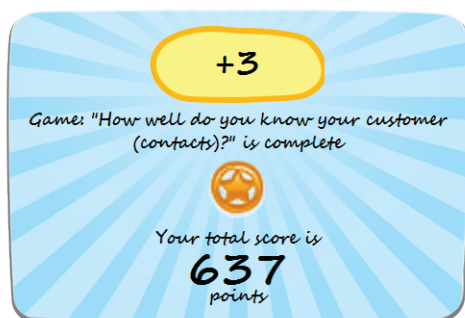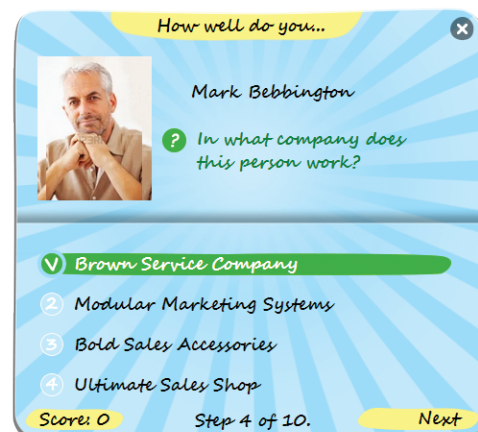
How well do you know your customer (accounts)?

CRM user starts a game with this special window in CRM.

Then the user gets a question about his customer. For example, "In what company does this person work?"

How well do you...

Mark Bebbington

? In what company does this person work?

(V) Brown Service Company
(2) Modular Marketing Systems
(3) Bold Sales Accessories
(4) Ultimate Sales Shop

Score: 0   Step 4 of 10.   Next

+3

Game: "How well do you know your customer (contacts)?" is complete

Your total score is

637
points

After 10 questions the user can see his total score: 1 point for each right answer he gave.

Advantages of the CRM Gamification tool

✓ Increases involvement of your sales team in their work, because they're more interested in finishing assigned tasks;

✓ An understandable system of evaluating progress – all of your sales team *(and not just the 'favorites')* can compete for promotions and raises, and they all know what they need to do to get it;

✓ Motivates the sales team to completely fill in data and update their CRM data, which will reduce the company's dependency on one sales team member, because all of his contact information and work will stay with the company;

✓ Motivates your sales team to improve the quality of their service *(or to do anything else within the MS CRM).*

WaveAccess — is a software development company founded in 2000 by the team of talented engineers and productive managers who own the company. 12+ years of success. 6+ years Microsoft CRM experience. 7 offices in 4 countries. 6+ years Microsoft Partner status. 100+ customers worldwide. 150+ successfully delivering projects on time and within budget.

CALL or email us for a **free consultation.**

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