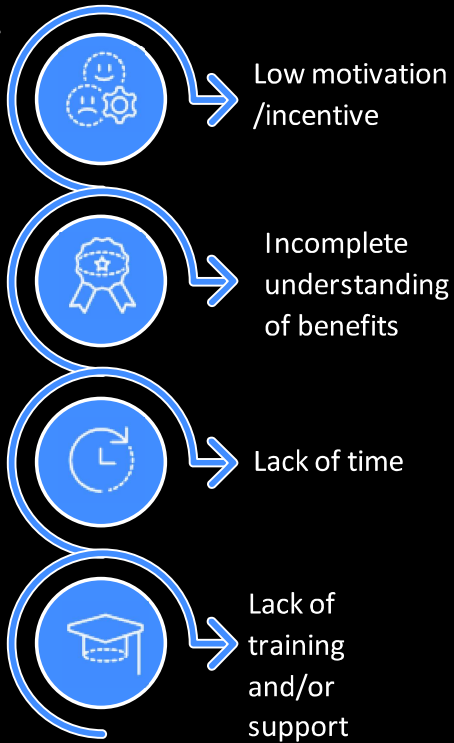# EPAM Salesforce Gamification Accelerator

CHALLENGES

Most businesses face challenges in adoption of new Software. Soon after go-live the usage of the system is often low and overall adoption poor. Old habits stand in the way of adoption due to lack of understanding and change management. These challenges can often be attributed to:
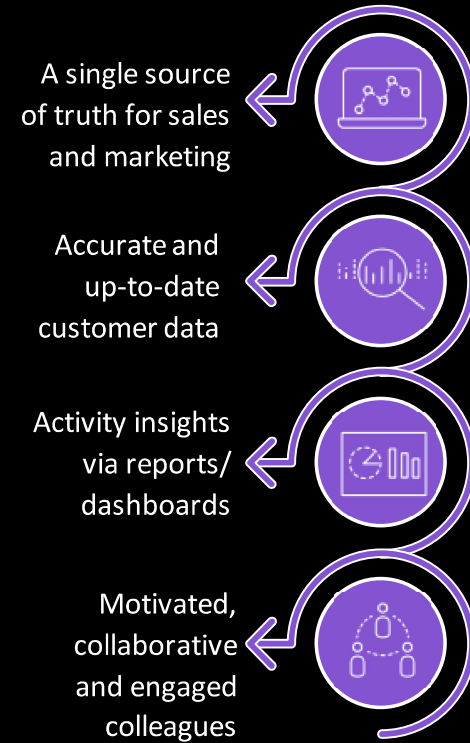
- Low motivation /incentive
- Incomplete understanding of benefits
- Lack of time
- Lack of training and/or support

Low adoption levels can lead to frustration at leadership level when data quality and investment cannot be attributed, meaning return on investment is hard to quantify.

Easier and quicker adoption creates transparency, better data quality and a competitive atmosphere as well as adding more value for customers in the long-term.

RESPONSE

- A single source of truth for sales and marketing
- Accurate and up-to-date customer data
- Activity insights via reports/ dashboards
- Motivated, collaborative and engaged colleagues

EPAM has developed a flexible **Gamification Package** to help increase Salesforce CRM platform adoption, by motivating user behaviors. Outcomes can be seen in:

Rewarding Desirable Behavior with Points, Badges, Levels and Leaderboard

USER VIEW

ADMIN VIEW

REPORTING AND DASHBOARD