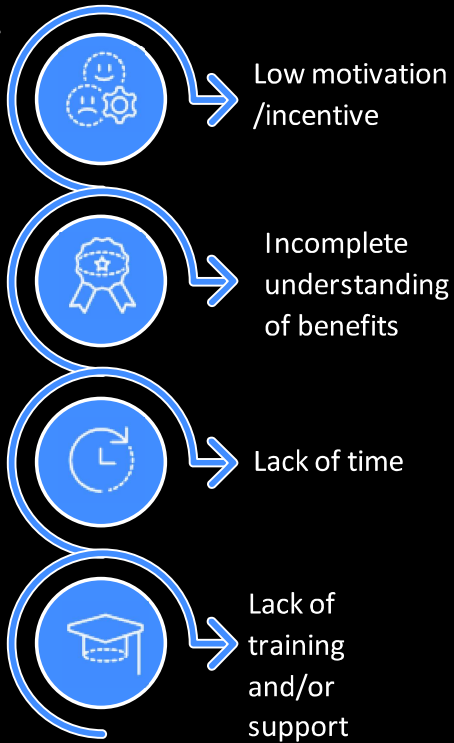


EPAM Salesforce Gamification Accelerator

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:

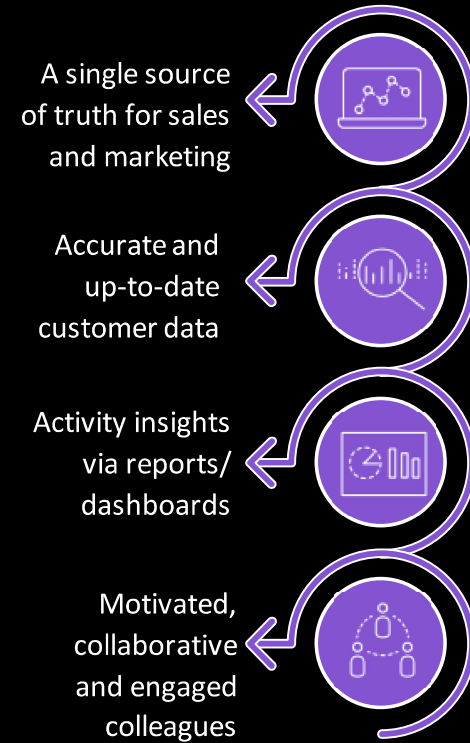


Low adoption levels can lead to frustration at leadership level when data quality and investment cannot be attributed, meaning return on investment is hard to quantify.



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



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

Level: Paladin Rank: 1/22 Current Level: 768/1000

Badges 215

Number of Points

Category	Total	Creator	Editor	Reporter	Chatter	Legacy
	748 pts	186 pts	168 pts	138 pts	104 pts	79 pts

Badges

ID	Name	Description	Category	Points	Assigned	Action
1	Chatter User	Keep it up with Chatter posting! You rock!	Chatter	10	151	✓
2	Communication Wizard	Keep posting, liking, and commenting! Let the others be in the know!	Chatter	15	98	✓
3	Content Master	Your contribution is invaluable! Keep going this way.	Chatter	10	134	✓
4	Data Drive	Isn't it fun to dive into data looking for something special?	Reporter	15	9	✓
5	Delta Publisher	You really like things to be neat! Awesome job!	Editor	10	200	✓
6	Passaic Contributor	You are doing great by adding so much valuable content!	Chatter	10	132	✓
7	First Steps in Analytics	With the right reports, data is not just data but insight! Way to go!	Reporter	5	27	✓
8	First Steps in Chatter	You just learned how to use Chatter! Keep going!	Chatter	5	305	✓
9	First Steps in creating	A long journey begins with a single step. You made it!	Creator	5	204	✓
10	First Steps in editing	You just made your first changes. Keep changing.	Editor	5	404	✓

Top 10 Actions

Top 10 Users

User Activity Per Month

Top 10 Badges / Times Received

Badge Name	Number of Times Received	Created Full Name
Chatter User	1	Joe Black
Chatter User	1	Joe Black
Chatter User	1	Joe Black

Filters

General Info

My Rank: 2/14 My Points: 120 Average Points: 70

Rank	Full Name	Level	Points	Badges
1	Jean Weber Business development	Hero	255	14
2	Joe Black Business development	Pathfinder	120	10
3	David Wang Business development	Alchemist	118	7
4	Akita Sato Sales&Marketing	Alchemist	106	11

+ Add New Action

Action Details

Name: Create a big opportunity
Created a big opportunity

Category: Opportunity
Points: 25
Type of Action: Create

Field: Amount
Operator: greater or equal
Value: 100,000

User Points per Department

Department	Points
Business Development	120
Sales&Marketing	106

Top 10 Users

Full Name	Points
Joe Black	120
Joe Black	120
Joe Black	120