



Science Based Messaging

ZIZO Behavioral Science Messaging Framework Positioning ZIZO as the Future of Workforce Performance

Positioning Statement

For operations leaders in high-turnover, high-pressure call centers, ZIZO is the workforce performance management platform that transforms disengaged teams into high-performing powerhouses because it applies behavioral science to deliver real-time feedback, gamified motivation, and automated coaching proven to increase productivity by 21% and reduce attrition by 24%.

ZIZO is a behavioral science-driven performance management platform designed to unlock the full potential of frontline teams.

ZIZO transforms underperforming, disengaged workforces into highly productive, deeply engaged teams – at scale. We do this by embedding scientifically proven motivational frameworks into real-time systems.

Breakdown

- **Target Audience:** Operations leaders in high-turnover, high-pressure call centers (e.g., collections, financial services, insurance, retail sectors).
- **Category:** Workforce performance management platform.
- **Unique Benefit:** Transforms disengaged teams into high-performing powerhouses.
- **Reasons to Believe:**
 - Companies with strategic recognition programs have a 31% lower voluntary turnover rate than those without. Quantum Workplace
 - Harvard Business Review found that 69% of employees are more likely to stay with a company for 3+ years when gamification is integrated into the workplace.
 - Companies that focus on their people's performance experiencing attrition five percentage points lower - McKinsey.
 - When Gallup analyzed the differences in performance among business/work units, the benefits of employee engagement were clear. When comparing employee engagement levels, Gallup found that top- and bottom-quartile business units and teams had the following differences in business outcomes*:
 - 21% less turnover for high-turnover organizations (40+% annualized turnover)
 - 51% less turnover for low-turnover organizations (<40% annualized turnover)
 - 78% lower absenteeism
 - 23% higher profitability
 - 32% higher quality
 - 10% higher customer loyalty/engagement

- 18% higher productivity (sales)
- 14% higher productivity (other production KPIs)
- When employees believe they will be recognized, they are 2.7x more likely to be highly engaged. - Quantum Workplace
- Research from SHRM suggests that **employees who receive clear, actionable feedback are 42% more engaged** in their work.
- Companies that focus on their people's performance are 4.2 times more likely to outperform their peers, realizing an average 30 percent higher revenue growth. McKinsey
- Employees who are not engaged cost their company the equivalent of 18% of their annual salary – Gallup
- A study by Glassdoor found that 81% of employees who received recognition and rewards felt motivated to work harder
- The combined cost of absenteeism, presenteeism (working while unproductive), and turnover results in an average of \$12,000 in productivity loss per highly stressed employee, per year. - Harvard Business Review
- 85% of employees take more initiative when they receive feedback in the workplace. Zippia Research
- Gallup data show that 80% of employees who say they have received meaningful feedback in the past week are fully engaged.
- Employees are 3.6 times more likely to strongly agree that they are motivated to do outstanding work when their manager provides daily (vs. annual) feedback.- Gallup
- McKinsey highlights that feedback-focused companies are **1.3 times more likely to outperform competitors** in talent retention and innovation
- Companies that invest in regular employee feedback have **14.9% lower turnover rates** than organizations where employees do not receive feedback. - Zippia Research

- 68% of employees who receive accurate and consistent feedback feel fulfilled in their jobs. [Zippia Research](#)
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- 52.5% of employees want more recognition from their immediate manager**. [Quantum Workplace*](#)
- **69% of employees** say they would work harder if they felt their efforts were being recognized through feedback - [Zippia Research](#)
- 27% said they have received recognition or praise for doing good work in the last 7 days. – Gallup
- Only 23% of employees strongly agree that they get the right amount of recognition for the work they do. Those who do are 5 times more likely to be engaged. - Gallup

Core Brand Message Pillars

1. Science-Backed Behavior Change

Behavioral science is the foundation of how ZIZO influences employee actions. From operant conditioning to goal-setting theory and dopamine-based reinforcement, ZIZO doesn't guess what drives behavior—it **uses decades of validated research to improve it**.

2. Real-Time Performance Intelligence

ZIZO replaces backward-looking spreadsheets and disconnected dashboards with a real-time coaching and feedback ecosystem. Managers no longer wait for end-of-week reports—they get live, actionable data, right when they need it.

3. Inclusive, Adaptive Gamification

Every employee is motivated differently. ZIZO tailors gamified experiences with adjustable challenges and fair, algorithm-based recognition. This empowers not

just top performers—but also the high-potential middle—to grow and contribute meaningfully.

4. Scalable Management Enablement

ZIZO scales management capabilities without scaling headcount. With intelligent nudges, team overviews, and instant coaching prompts, one manager can effectively coach 200 agents like they were 20.

Messaging Architecture

Tagline

Transforming Call Center Performance Management

Driven by behavioral science. Delivered through gamification.

Brand Promise

"ZIZO helps you reduce turnover, boost productivity, and engage every employee—from day one—using science, not spreadsheets."

1. Sales Narrative (SPIN-aligned)

- **Situation:** "How do you currently track agent performance and motivate your team?"
- **Problem:** "How hard is it to connect with every employee daily? What happens when feedback comes too late?"
- **Implication:** "Missed coaching = missed revenue. Spreadsheets cost you productivity—every single day."
- **Need-Payoff:** "ZIZO acts like a second set of eyes—one that never blinks. Imagine 20% higher productivity without hiring another manager."

The Problems We Solve

- High Turnover

- Employee Disengagement
- Low Productivity
- Manager Empowerment

Audience-Specific Messaging

Persona	Pain Point	ZIZO Value Proposition
VP of Ops	Manager burnout, low visibility	Scales coaching and automates oversight with real-time data
HR Leader	Attrition and disengagement	Gamified goals and science-backed feedback reduce turnover
CFO	Inefficient performance = lost ROI	ROI of 297% by reducing churn and increasing productivity
IT Leader	Legacy tech and integration challenges	Seamless API integrations with your systems of record

Foundational Messaging

Pillar	What It Means	Behavioral Science Basis
Real-Time Feedback Loop	Employees know what's expected of them, how they're doing, and what's next.	Positive reinforcement + closed feedback loops
Objective & Fair	Decisions are driven by data, not bias. Promotion is merit-based.	Algorithmic objectivity, autonomy, trust
Inclusive Incentives	Everyone participates. Micro-rewards drive mass engagement.	Natural reinforcement + intrinsic motivation
Simplified Management	Managers get push-driven insights. Less admin, more coaching.	Scaling human impact through augmentation
Gamification = Delivery	It's not the value — it's how the value is delivered, repeated, and retained.	Dopamine-driven habit formation and motivation

Visual & Language Guidelines

- Use charts and infographics to visualize impact (e.g., ROI bar graphs, feedback loops)

- Lead with science, support with technology
- Language: "validated," "measurable," "behavioral," "real-time," "inclusive"
- Avoid: "cool," "fun," "motivational," unless directly tied to measurable outcomes

✓ Do's:

- **Lead with Science:** Always cite behavioral or psychological studies when explaining how ZIZO works.
- **Quantify Impact:** Include statistics or ROI metrics in every pitch or campaign.
- **Use Personas:** Tailor messaging to Ops, HR, Finance, and IT with their specific pain points.
- **Use SPIN Selling:** Engage prospects with consultative discovery questions.
- **Frame ZIZO as Workforce Evolution:** Call it "Call Center Management 2.0," not "a new tool."

✗ Don'ts:

- **Don't Lead with Features:** Avoid jumping into dashboards, avatars, or tech without framing the problem and science.
- **Don't Overpromise Simplicity:** It's powerful, not "plug-and-play"—position ZIZO as transformational, not transactional.
- **Don't Default to Discounts:** Focus on value and ROI, not pricing incentives.
- **Don't Say "Gamification is Fun":** Tie it to dopamine, reward pathways, and performance—not novelty.
- **Don't Assume One-Size-Fits-All:** Avoid generic messaging across personas; customize for each buyer's role and metrics.