



**GREAT LAKES
PROCESSING SERVICES
IMPLEMENTS GAMIFICATION
CASE STUDY**

GREAT LAKES
PROCESSING SERVICES



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CUSTOMER STORY

Great Lakes Processing Services is a collection agency based in Buffalo, NY. For eight years they've helped people settle their outstanding debts and carve a path to financial freedom.

They are a small office, housing eight agents as of October 1, 2020. The repetitive nature of the job combined with an increasingly more disengaged workforce was stunting their ability to grow over time.

The owner, George C., was looking for a solution to foster a more collaborative and engaged environment for their agents to meet and exceed their expectations, while providing a clear path to a long tenure with Great Lakes.



BUSINESS CHALLENGE

While they are a small-scale office, management was drowning in data from multiple reports generated through several different platforms. “I was spending so much time customizing and pulling 10 or more reports daily just to try and manage my team.” said Kelsey K., Floor Manager at Great Lakes. Traditional management techniques were becoming obsolete, and the company struggled with keeping their agents engaged and productive while on the clock.

The collections industry has always been a popular ‘steppingstone’ industry for those just starting out or looking for an interim job while figuring out a longer-term career path. This mentality, combined with the extremely repetitive daily tasks, mentally draining work, and competitive industry wages, create the perfect environment for high attrition rates.

The cost of these attrition rates did not allow for any growth within the company because they were continuously spending time and resources having to hire and train new employees.

Objective #1:

Boost Productivity

Replace the bad habits, reactive patterns, and micro-managing and create an environment for agents to develop good habits that will make them proactive, and take charge of their own workdays.

Objective #2:

Increase Employee Engagement

Give agents transparency and access to real-time KPI data, Leaderboards, and Contests to earn rewards which creates a fun, competitive work environment.

Objective #3:

Reduce Attrition Rates

Create a culture that regularly rewards good work and provides a clear career path with the company in order to reduce turnover, and not waste resources continuously hiring and training new employees.



“I was spending so much time customizing and pulling 10 or more reports daily just to try and manage my team.”

Kelsey K.
Floor Manager
Great Lakes

ZIZO PERFORMANCE MANAGEMENT SOLUTION



After learning about ZIZO and seeing a demonstration of how it works, George felt that ZIZO was the perfect platform to motivate and excite their agents, as well as being able to show them a clear path to helping the organization grow, all while making the job more engaging and less mundane. ZIZO is a modern-day answer to increasing production, engagement, and reducing attrition rates.

For **management**, ZIZO creates custom integrations with any and all systems to provide **real-time tracking of KPI's**, such as inbound and outbound calls, green money collected, number of talk offs, and total production money collected. ZIZO takes away the need for multiple reports from various sources.

For Great Lakes **agents**, ZIZO uses gamification mechanics like point-scoring systems, competitions, rewards, and others to boost agents' engagement, making them feel valued and recognized, **increasing productivity** in some cases **up to 96%**.

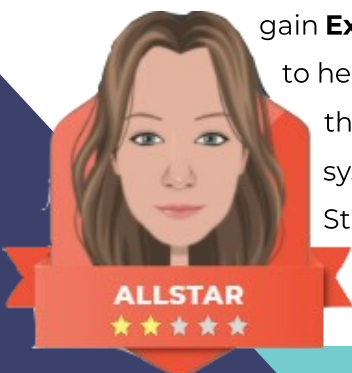


Rewards and Recognition

ZIZO's gamification platform allows agents to earn **digital currency**, like coins and 'Zbucks', through daily, weekly, and monthly contests and tournaments, and by achieving personal milestones. These earnings can be redeemed in a **rewards store** stocked with anything from gift cards to televisions to paid time off. Agents can even purchase upgrades to customize their avatar. Along with digital currency, agents will

gain **Experience Points (XP)** to help them move up through the ranking system built into ZIZO. Starting off, each agent will

begin working their way through **25 rank levels** ranging from Rookie, Pro, All Star, Superstar, and Legend status by achieving daily, weekly, monthly goals consistently. "I'm a naturally competitive person and ZIZO lets me see how I stack up against my peers." says Tyler M., an agent at Great Lakes. ZIZO keeps agents engaged and informed, allowing for **personal accountability** with easy-to-read KPI data at their fingertips. ZIZO takes the subjectivity out of management and gives everyone an **equal playing field** when they come to work every day. Hillary G., an agent, summarized it best: "I just wish I would have had ZIZO at all of my previous jobs."



BUSINESS RESULTS

After just one year of using ZIZO, Great Lakes Processing Services have seen significant growth in all areas of their business.

They've seen astounding **increase in total production** from the 4th Quarter of 2020 through the 3rd Quarter of 2021, one full year of using ZIZO.

They've grown from **8 to 13 agents**, however, the average amount collected per agent has jumped from \$75,481.86 in Quarter 4 of 2020 to an **incredible \$322,449.28** in Quarter 3 of 2021.

Great Lakes **doubled the number of deals closed**, going from 549 in the 4th Quarter of 2020 to 1,077 during Quarter 3 of 2021.

Outbound calls have gone **up 56%**.

Inbound calls answered **increased 51%**, jumping from 5,018 in the 4th Quarter of 2020 to 7,585 in the 3rd Quarter of 2021.

"I'm a naturally competitive person and ZIZO lets me see how I stack up against my peers."

Tyler M.
Agent
Great Lakes

Q4 2020



Q3 2021

\$75,482

\$322,449

AVG. \$ COLLECTED PER AGENT

549

1,077

DEALS CLOSED

33,010

51,523

OUTBOUND CALLS

5,018

7,585

INBOUND CALLS



WHAT'S NEXT FOR GREAT LAKES

The agents at Great Lakes are excited about coming to work and are increasingly more engaged while on the clock. As collectors, they are thriving because the contests and leaderboards are pushing each one to do their best work, all while harboring a collaborative culture and environment.

Each agent we spoke with all said the same thing: they have a purpose and now have a better understanding of what role they play in the overall success of Great Lakes Processing Services, all thanks to ZIZO.

"I just wish I would have had ZIZO at all of my previous jobs."

Hillary G.
Agent
Great Lakes

 **96%**

Increase in productivity

 **13** out of **13**

Agents reported feeling more engaged

 **38%**

Growth in number of agents




ZIZO



It's game time.

www.playzizo.com | 833.984.2123 | info@playzizo.com