

How an employee engagement platform transformed performance

Capita used Central's gamification platform to cut handling times and boost call resolution. Managers saved time, and teams worked smarter. At first there were doubts, but when results rolled in, buy-in followed. A clever tool that changed how people worked.



Capita Experience were facing the challenge many customer service providers face – how to deliver excellent customer service for a major UK brand efficiently, without impacting quality.

Customer queries needed to be handled quickly, but not at the expense of customer satisfaction. In an industry where small gains make a big difference, they were looking for something to help their teams work smarter, not harder. That's where Central came in.

Capita Experience, which is a part of Capita plc, deliver market-leading customer service outsourcing. A key account with a major utilities company requires them to handle thousands of customer calls every week. The team faced pressure to lower average handling time (AHT) and boost first-call resolution (FCR). The question was: how do you make those improvements without overwhelming colleagues?

They found their answer in Central, a gamification and performance management platform. The original goal was simple: use gamification to bring down AHT. The plan was to create a competitive and engaging space to help advisors work more efficiently. But what started as a single objective quickly turned into something much bigger. They rolled out Central to 345 colleagues, and the results exceeded expectations.

AHT dropped by 9.9%, with some departments seeing improvements of up to 13%. But more than that, first-call resolution improved every single month. Advisors were resolving customer issues faster and more effectively.

At first, there was scepticism. Some managers saw Central as just another system to log into. Others weren't sure how gamification would fit into their workflow. But the turning point came when people realised that Central wasn't just about competition; it was about making their jobs easier. Insights that used to take time to source were now at their fingertips. Training and coaching became more targeted. Instead of feeling like they were being monitored, advisors felt supported.

One of the biggest surprises was the impact on managers. Traditionally, they spent hours pulling reports and analysing spreadsheets to understand their team's performance. With Central, all that data was centralised and automated. The result? Managers got back an hour and a half of productivity every week. That meant more time for coaching, more time for problem-solving, and less time buried in admin work.



Another unexpected win was the improvement in team dynamics. The client account includes several departments, with each managing a different part of customer service. Prior to Central, these teams often operated in silos, but the new platform brought them together. Advisors started engaging with peers in other teams, sharing strategies, and learning from each other. That sense of connection had been missing, especially in a mostly remote work environment.

Of course, it wasn't all smooth sailing. Change always brings hesitation, and not everyone embraced Central overnight. Some managers were reluctant to change their established workflows. Others questioned whether a gamification approach would deliver real, long-term results. The breakthrough came with the data. When the teams using Central the most started outperforming the rest, the proof was undeniable.

For other businesses looking to improve performance, there is a lot to learn from Capita Experience's journey. The first lesson? Gamification isn't just about making work "fun"; it's about making work better.

When employees see tangible benefits, like clearer insights, faster processes, or more recognition, they engage with the system. The second lesson is that implementation matters. They didn't just introduce a tool and hope for the best; they adapted it over time, running monthly forums to refine the approach based on real-world feedback.

The final takeaway is that, beyond improving the success metrics, the right technology can change a company's culture. The biggest shift wasn't just the drop in AHT; it was the way teams worked together. By using Central, they built a place where people felt connected, informed, and empowered to do their jobs well.

Capita Experience set out to reduce handling time in one account. They achieved even more: a smarter, more collaborative team that gets better results for customers and colleagues.

