

# Splash for SugarCRM

## CRM Gamification Engine

The screenshot displays the user interface for the Splash CRM gamification engine. At the top, there is a navigation menu with categories like Accounts, Contacts, Opportunities, Leads, Calendar, Reports, Quotes, Documents, Emails, Campaigns, Calls, Meetings, Tasks, and Splash. A search bar and user profile icon are also visible.

The main interface is divided into several sections:

- User Profile (Left):** Features a profile picture of Sally Bronsen, her name, and the text "Playing since 02/23/2017". Below this, it shows her current stats: Level 3 (+1), 110 Points, and 53 Coins. A progress bar indicates "5 points to level 4". A "Redeem" button is located above the profile picture.
- Challenges (Middle):** A list of tasks with progress bars and rewards.
  - Elbow Rubber:** "Create 3 Contacts in 7 days", 33% progress, 1 point, 1 coin, ends 10 days ago.
  - Label Maker:** "Create 4 Tags", 25% progress, 1 point, 1 coin.
  - Private Eye:** "Close 5 Cases", 20% progress, 1 point, 1 coin.
  - Perfect Attendance:** "Login 20 times", 20% progress, 1 point, 1 coin.
  - Instant Messenger:** "Send 5 Emails in 1 day", 20% progress, 1 point, 1 coin, ends 16 days ago.
- Achievements (Right):** A grid of 16 colorful icons representing various accomplishments, such as a medal, a star, a hand holding a coin, a rocket, a heart, a magnifying glass, a person with a checkmark, a hand holding a pencil, a microscope, a mountain, a flexing arm, an "OK" hand gesture, the letters "ABC", a tie, a calendar, and a trophy.

At the bottom of the interface, there are links for Mobile, Shortcuts, Tour, Feedback, Help, and Support.

Boost revenue and employee engagement through Intelstream’s Splash CRM gamification platform for SugarCRM.

Splash turns your CRM into an employee-motivation engine, using game-like mechanics to tap into your workforce’s hidden potential. Even the most mundane of tasks can become an opportunity to increase performance and efficiency as workers strive to climb leaderboard rankings, earn redeemable points, complete team challenges, and unlock badges.

This powerful solution allows executives and managers to incentivize behaviors that will increase revenues, improve KPIs, and encourage CRM user adoption. It’s a fully customizable system that seamlessly brings all the advantages of gamification to SugarCRM.



## How It Works

By incorporating game-like activities into the SugarCRM user experience, companies now have access to a variety of tools for guiding employee behavior.

Want to push sales of a new product as the quarter draws to a close? Create a sales competition, establish a prize, and post sales results to a real-time leaderboard.

Support tickets not getting closed in a timely manner? Award points to reps who beat the average call time, redeemable for real-world prizes.

Needing your team to fully embrace a new CRM? Encourage them to explore by awarding badges for mastering increasingly complex tasks.

## Complete SugarCRM Compatibility

Splash seamlessly integrates with SugarCRM. Users can accept challenges, view goal progress, check leaderboards, redeem rewards, and more, all from their SugarCRM dashboard. It also supports custom modules, workflows, and processes, allowing any CRM-based activity to be gamified.

## Features and Benefits

- **Game Elements**  
Increase CRM user adoption through Levels, Points, Coins, Achievements, and more.
- **Dashboards**  
Specialized in-dashboard reporting for users, teams, and leaderboards.
- **Easy Startup**  
Splash comes loaded with a wide selection of pre-made challenges and badges, allowing your gamification program to get up and running quickly.
- **Teams**  
Foster teamwork and friendly competition by creating team-based challenges. Import CRM-define teams, or create your own.
- **Live TV Broadcast**  
Built-in Hoopla integration allows announcements, competition results, and leaderboards to be shared on the big screen.
- **Enhance User Adoption**  
Protect your CRM investment by rewarding users who master the system.
- **Employee Incentives**  
Keep employees incentivized through company-defined rewards — real or virtual.
- **Challenges**  
Boost selling behaviors through company-defined competitions, goals, and contests.
- **Customizable Activities**  
Splash's gamification system makes it easy to integrate your company's unique processes and workflows.
- **Incentive Configuration**  
Complete administrative flexibility for naming and defining levels, rewards, badges, and challenges. Ideal for matching rewards to company culture and branding.
- **Goal Management**  
Easily create individual and team goals, track activities, and measure progress.

Get Your Free Trial of Splash at  
[splash.crm.co](https://splash.crm.co)