

A 45-person software firm raises planning skill across three teams: Sales and customer service

PROFESSIONAL SERVICES

SMALL

SALES AND CUSTOMER SERVICE

3 of 3

TEAMS AT PROFESSIONAL LEVEL [1]

4 weeks

COMPETENCE MEASUREMENT [1]

4.33/5

REPORTED USEFULNESS [1]

PROBLEM

Two prior process-improvement efforts had stopped because staff lacked time and motivation. The company needed an approach that produced visible progress within normal project constraints.

SOLUTION

Six engineers in three teams used weekly plans, effort estimates, feedback, scoring, and a shared historical-data record. The four-week cycle made expectations explicit and gave each team frequent evidence of its progress.

RESULT

All three teams progressed from intermediate competence in week one to professional competence in week four. Their final assessment scores were 103, 100, and 113 points.

BUSINESS LENS

SWOT: technical skill was strong, but earlier improvement efforts lacked sustained attention. Short feedback cycles created a practical learning path.

ASSUMPTIONS AND LIMITS

One six-week experiment with six engineers. Motivation did not improve significantly, positive effects did not persist clearly, and scoring included subjective judgment.

DEPARTMENT APPLICATION

SALES AND CUSTOMER SERVICE

Better planning can improve delivery commitments.

Application analysis based on the cited source. It is not a separate measured result.

Prepared by Ocmulgee Business Process Solutions from the cited independent source. This is not an Ocmulgee client engagement or an original Ocmulgee result.

SOURCE [1]

Herranz et al., 2019. Gamification for Software Process Improvement: A Practical Approach. <https://doi.org/10.1049/iet-sen.2018.5120>

Peer-reviewed IET Software experiment | Size basis: Forty-five employees and EUR 1.7 million annual turnover; the paper classifies SOLUSOFT as small under the EU definition.