

# Case Study

## Gaming



### Industry Sector Introduction:

Interactive Entertainment (the Gaming Industry), is one of the fastest growing industries in the world today. As games explode across a range of new and existing platforms, from PC's and consoles to mobiles and digital TV, the trend of outsourcing specialists picking up customer service calls will continue. The commercial logic behind outsourcing is inescapable. As end-user expectations have increased, so publishers have focused more resources on research and development and bringing games to market. Contracting out to a specialist support team can result in higher service levels, substantial cost reductions and greater added value freeing up valuable management time and resources.

### Process Specialization:

Over a number of years we have developed expertise in implementing multiple processes for the Gaming Industry, and in particular game publishers. These services range from technical support to e-mail management, from game play hints and tips to fulfilment and returns management. We service multiple clients in this sector, many of whom are household names in the global gaming space.

### Gaming Support – An Operations Overview:

We deliver multiple processes for our multinational gaming clients. With the unique credit of delivering over 500,000 man-hours of gaming support to date, we are a true Knowledge Process Outsourcing (KPO) company.

Our key service areas are:

#### 1. Contact Centre & Back-Office

- PC and Console Support
- Software Installation & Configuration
- Hardware / Peripheral support
- Customer Support (product enquiries, release schedules, order support)
- E-mail Response Management
- Web Chat Support
- FAQ Creation & Hosting
- Forum Moderation
- Live Gameplay Hints & Tips
- User Warranty Registration & processing
- Market Research
- Testing & Refurbishment

#### 2. Warehouse & Fulfilment

- New stock receipt and storage
- Process and despatch of end-user and dealer orders
- Returns Management
- Patch Disc Fulfilment

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### 3. Web & IT Management

- Web-site design and hosting
- Provision of e-commerce solutions and transactional websites
- Maintenance of client's end-user database
- Proactive lifecycle & product profiling management, generating customer communication

#### Respondez - Key Differentiators:

The following is an indication of our superlative gaming support environment:

#### 1. Core Team Profiles

- Avid gamers with great communication skills, each of whom have proven and certified their gaming knowledge
- This passion relating to all aspects of game play coupled with a robust knowledge database ensures first-time call resolution and a superior gaming experience for the customer

#### 2. Gaming Support Experience

- We have over 30-years management experience in delivering all forms of game play support on all platforms including PlayStation, Xbox, Game Cube, Wii as well as PCs and Online games

#### 3. Tools Developed

- **Comprehensive Games Library** – which houses and archives an extensive volume of games and acts as a valuable internal test resource for play techniques, installation, technical issues and advanced levels
- **Knowledge Database** – with detailed information on every product/game supported to date thus enabling faster resolutions for similar issues on new support contracts won
- **High Tech Game Play Environment** – containing multiple console platforms with 52-inch LCD Screen and Dolby Surround Sound, which demonstrates both hardware and software at its best, enabling our support staff to familiarize themselves with latest game releases, leading to improved levels of customer service
- **Web Portal for Self Help** – with a vast database of FAQ's on each product of our clients. In essence, we provide a virtual service centre that we can manage at a fixed fee
- **Multi-Lingual Capabilities** – We have leveraged our unique capability to successfully provide services in six languages in addition to English
- **Premium Rate Strategy** – we have taken note of the growing opportunities for revenue generation through the provision of premium rate live agent Hints & Tips. We are licensed accordingly and are able to create, setup and manage this premium rate service on a revenue share basis with our clients

#### 4. Process Excellence

- High emphasis on Quality Assurance Processes

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- Hourly, daily, weekly reports any operational metrics we collect
- High level of performance benchmarks with Proactive Account Management

### A typical agent...

#### Andrew Millmoor – Tier II Technical Support

"I started here as a Tier I Support Advisor and for the last seven years have been providing support to the major players in the gaming industry.

My role involves games testing, bug replication, maintaining Knowledgebase and FAQs on the customer-facing web-pages and handling any Tier-II escalations.

The state of the art infrastructure and equipment enable me to provide the Best possible support.

The best part about my job is that I get paid for playing games!"



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