

CASE STUDY

GAMER SUPPORT AND FORUM MODERATION SERVICES

ABSTRACT

iOPEX is the new age technology partner for organizations looking to grow their business with our innovative, consistent and quality IT services. We enhance speed and quality of operations by bringing a balanced mix of process standardization, quality assurance and automation.

Our client was looking for a capable partner to handle their increasing customer support calls and forum moderation services without compromising on customer experience.



The Client

Client is an international gaming company with 16 global offices and 4000 employees.



The Challenge

The client was receiving large volume of customer driven requests, the turnaround time(TAT) per request was running at 5 days that resulted in low NPS and CSAT. The customer was looking for a partner to help improve customer support & forum moderation without compromising on the service quality at optimal cost.



The iOPEX Solution

iOPEX delivered the required customer support & forum moderation services from our state-of-art Manila delivery center. In order to ensure the best support services we hired agents who were gamers. Their role involved providing 24x7 customer support for all the customers of the client worldwide. iOPEX has been successful in doing so since its inception, with 100% commitment to SLA and a high customer satisfaction rating.

Our Manila facility is equipped with high performance gaming servers that allows our agents to actually experience the games that they are supporting. The customer satisfaction is measured through customer satisfaction index (CSAT), that offers a simplistic approach to finding out whether gamers are happy with the product they've purchased and used.

To get a clearer image of whether the product and the customer service are in accordance with the customers' needs and desires, iOPEX turned to the Net Promoter Score (NPS) metric. The decision of recommending the product to a friend or family member is often backed by several criterias, one of the main ones being whether or not the customer support team met the expectations of the game player. In this case, iOPEX customer support team came out with flying colors.



The iOPEX Solution (continued)

Areas of expertise delivered to the client through this solutions center include:

- ▶ Game telemetry
- ▶ Online chat support
- ▶ Server and TOS violation monitoring Forum Moderation
- ▶ In-game business intelligence
- ▶ Social media support
- ▶ Scalability solutions support Operations systems support services

Engagement Outcome



35%

Call reduction from re-engineered workflows & self-service solutions



24 hour TAT

Forum moderation: zeroed out the queues at all times with 0 feedback and 24 hour TAT



22%

Reduced support headcount by 22%



ABOUT IOPEX TECHNOLOGIES

iOPEX is a new-generation business services provider offering optimized IT management services. We are process innovators focused on extracting the best out of the investments you have already made. At iOPEX, we help you realize that golden ratio where your technology and business are in complete synergy, making your company greater than the sum of its parts. Founded in 2009, the demand for our specialized optimization services has helped us grow to over 1,600 employees in eight years.



CONTACT US



iOPEX Technologies
1245 S. Winchester Blvd,
Suite 309, San Jose, CA 95128



Phone: + 1-408-748-1788



Email: solutions@iopex.com



Website: www.iopex.com