helpshift

2020
Player Support Benchmarks

Comparing results for mobile gaming companies using digital customer support solutions

77% of customers

will pay more to a company that provides good support

60 minutes or less

consumer expectation for customer service response, any day of the week

Key challenges

01 | Churn

85%

85 percent of games lose 65 percent or more of players to churn after one day.

32%

32 percent of customers will stop doing business with a brand after just one bad customer service experience.

02 | Customer Satisfaction

45%

45 percent of consumers don't care if they interact with an agent or bot, as long as the solution is quick and effective.

Games that enable in-app communication often have higher CSAT scores and retention rates as players don't have to leave the game to get help.

03 | Global Support

72%

72 percent of players who have support in their own language feel more satisfied with the experience and are more loyal to the gaming brand.

66%

Only 66 percent of brands have formal support options in non-English languages.

24/7

Placing support agents in the same time zone as players enables 24/7 coverage.

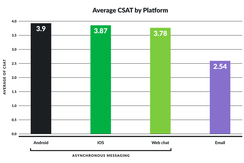
Gaming companies embracing in-game support

90%

90 percent of business leaders emphasizing digital tools for customer service as a brand differentiator.

96%

96 percent of consumers find it important to be able to return to a support conversation.



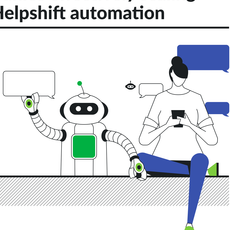
★★★★★

Gaming brands that deliver support experiences using asynchronous messaging receive higher customer satisfaction scores than those who deliver support via email.

Gaming companies effectively scaling through Helpshift automation

85%

85 percent of customer interactions are handled without a human.

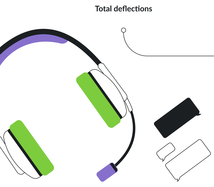


1,910,840

Total deflections

+5.41%

Average additional deflection



Top 30 games increase deflection to FAQ articles via automation. Typical results show an average increase of **5.41 percent in the deflection rate** for those customers using Answer Bot, resulting in nearly **2 million total deflections**.

Helpshift automation increases CSAT while lowering cost for gaming companies

70%

Close to 70 percent of interactions in-app are either fully or partially automated among Helpshift gaming customers.

50%

Brands that automate over 50 percent of their player support operations maintain a high CSAT, while also making their operations more efficient.

Download The Player Support Benchmark Report to learn more.

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