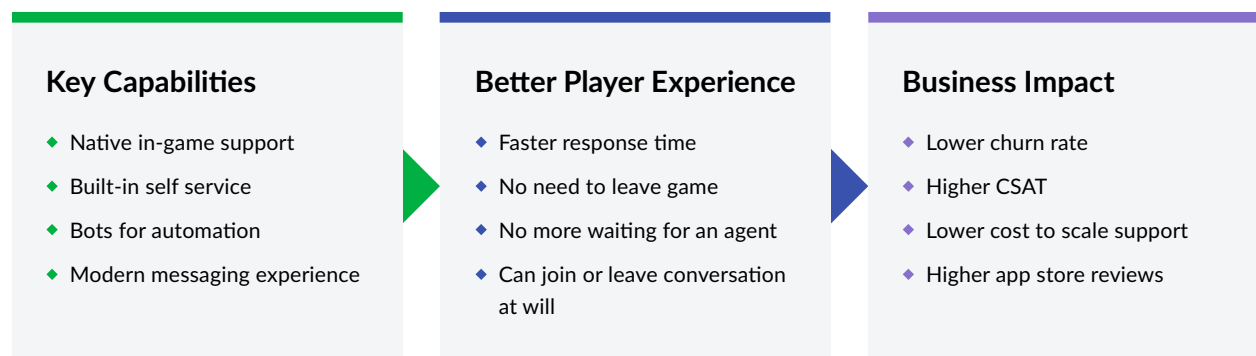




Elevating the Player Experience

Players expect every aspect of the mobile game to be fun and frustration-free. Support should be no different. When players have to leave the game, wait for email support or get dropped into clunky live web chat experiences, they get frustrated. Response times can be frustratingly long and many issues remain unresolved. As a result, players often abandon the game altogether and some even leave poor app store reviews.

Helpshift makes support as good as the rest of your game. It integrates every aspect of support, from self-service help centers to in-app chat directly into your game. Best yet, with Helpshift you can automate common player issues, delivering faster answers to your players while reducing your costs as your game scales. Game on!



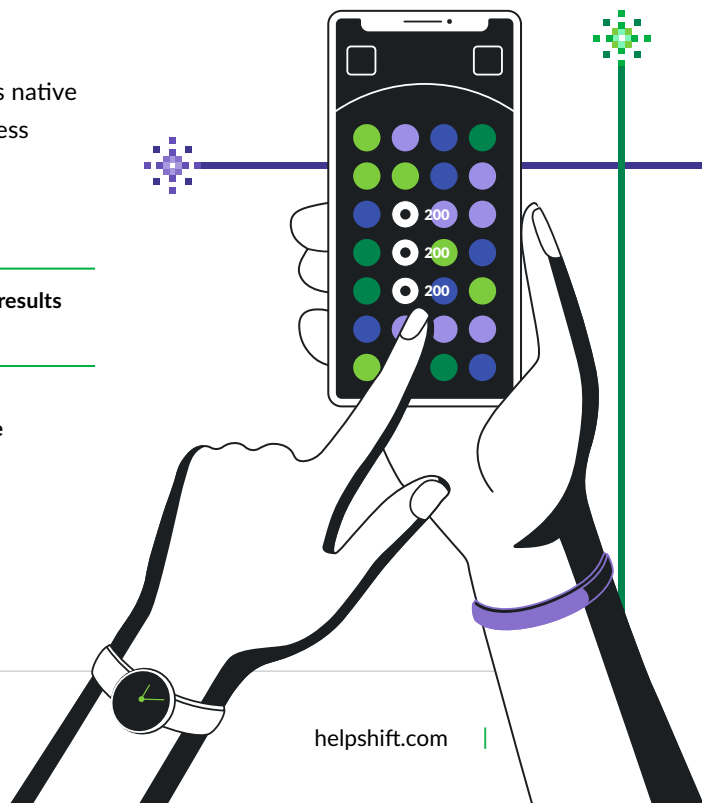
Feels Native

With Helpshift, each part of the support experience is fast and feels native to the game. Players are more likely to get their problem resolved, less likely to churn, and more likely to continue playing.

Fully integrated mobile chat for a frustration-free support experience.

Embedded help center that is fast, integrated and delivers accurate search results so players get back to playing faster.

Automatically captured context from app, including device, app version, player spend, lifetime value and more to prioritize and more quickly resolve player questions.



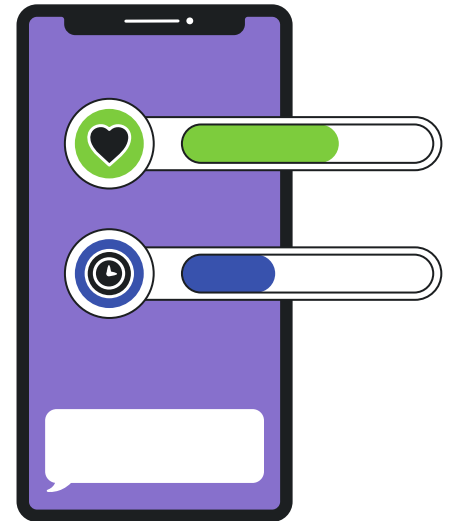
Delivered on Players' Terms

When they have questions, Helpshift's asynchronous, in-app chat means players can interact when they want, jumping in and out of conversations on their own terms.

iMessaging-like experience for support issues creates a modern experience that leads to higher satisfaction.

Prioritization of issues based upon VIP vs. free players to deliver appropriate experiences for each.

Immediate notification of issue resolution via push notification brings players back into your game and gets them back to playing.



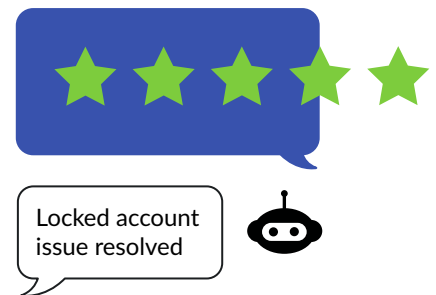
Lowers Support Costs

Helpshift helps you automate common support questions. Issues like locked accounts, lost progress, technical questions and reporting abuse can be fully automated, thus reducing costs.

Intent classification means when players need support, Helpshift accurately determines their specific need to instantly call upon the correct automation.

Bots provide immediate responses to common problems, meaning players get faster responses while you save support costs.

High scalability for even the largest environments enables player growth while avoiding exploding agent costs.



Easy to Deploy and Operationalize

Helpshift delivers immediate value. By providing an off the shelf solution, your engineers can stay focused on improving your game and support teams can be up and running in hours.

Out-of-the-box integration into your game with minimal engineering resources required.

SDKs for native iOS and Android and frameworks like Unity, Xamarin and Cocos.

Visual Bot Builder enables non-technical staff to quickly build bots tailored to common player issues with little or no coding required.

JAMCITY

Jam City Doubles CSAT with the Right Support Experience

Transitioned from email support to **in-app support**

Deflected **90%** of support requests, providing instant answers

Reduced overall issue volume by **30%**

100% boost in CSAT

To learn more visit www.helpshift.com