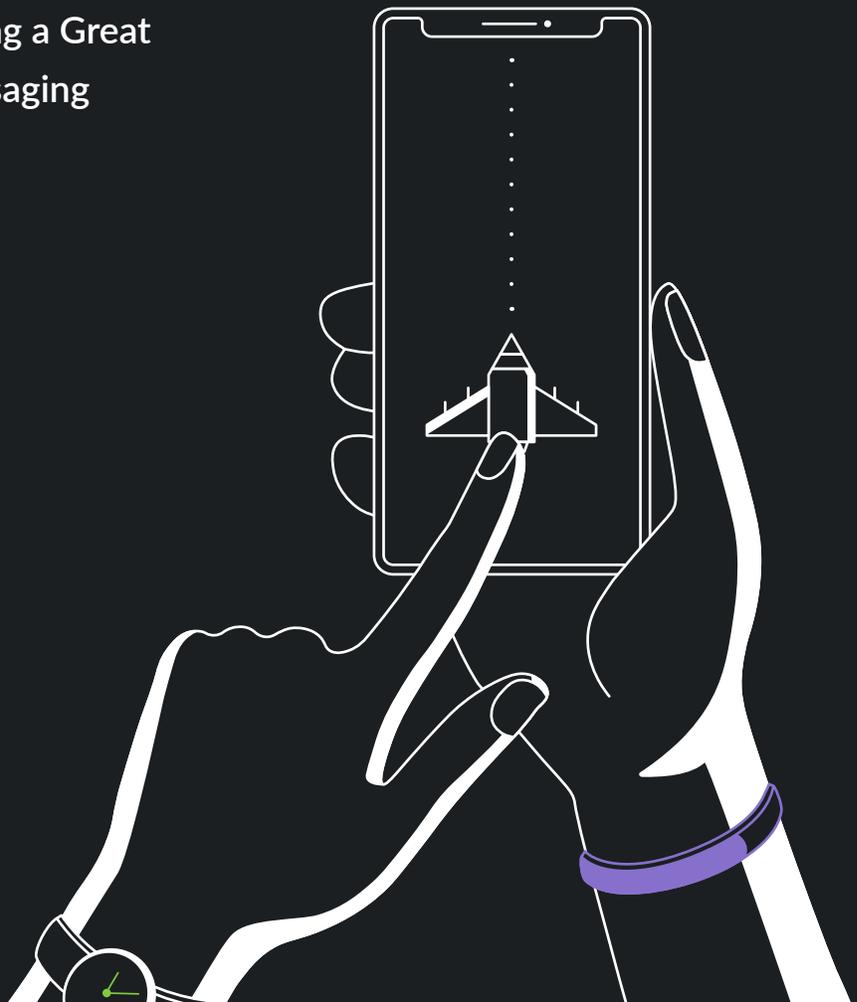# Transforming the Digital Customer Service Experience within the Enterprise

How Leading B2C Brands Can Scale Economically while Delivering a Great CX with Asynchronous Messaging and Automation

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Foreword

Dear Reader,

The gaming industry has seen many evolutions in recent years, broadening its appeal and audience beyond those playing on dedicated consoles to including anyone with a smartphone. With this, has come unprecedented growth and increased pressure on brands to support players in more efficient ways. Consumers have become used to services delivered in an instant, and the same applies to customer support.

Players now demand more of gaming companies, quickly switching to another game if the first doesn't engage with them. This extends to support and troubleshooting. Fail to find the right solution for them in their expected timeframe and they'll leave. But our mobile-first society has also delivered a silver lining. It's now easier to engage with players through many different channels including in-app messaging. Doing this in a seamless way, where players are empowered with easier access to a customer service team, can become a clear competitive differentiator.

Especially when brands also use automation to manage the manual and time-intensive aspects of customer service. A combination of digital tools, namely asynchronous messaging and chatbots, is needed to meet the rising expectations of today's players. It also alleviates the need for live agents to be always-on, 24/7, to field inquiries.

Using technology in a smart way will pay off in your KPIs and bottom-line. As this report will highlight, CSAT scores, TTFR and TTR all benefit when gaming brands invest in the right tools. The results show how leading gaming brands are combining automation with asynchronous messaging to drive the best results, for players and agents alike. Making customer support more efficient, effective and timely - when players need it most. Because the player experience consists of more than what happens in-game.

I hope you find these insights useful as you look to bring digital tools into your customer service function.

First and Last Name

First and Last Name

Introduction

Mobile gaming has taken the world by storm, capturing the public's imagination with dynamic graphics, engaging storylines, and challenging levels. The market has grown rapidly, attracting gamers of all backgrounds and ages, and it's worth a reported **$68.5 billion in 2019**. But with this growth, comes challenges. Notably in making sure that gamers get the best experience in-game and when dealing with a gaming brand. In short, gaming brands need to level-up their customer service to meet the needs and expectations of their lucrative audience.

However, in doing so, brands must address challenges that uniquely impact the sector.

Retention is a notable issue for many brands, as players are quick to leave games that fail to engage them. That negatively impacts the bottom-line, especially when brands rely on the free-to-play model to attract players. Many in-game purchases are often small, meaning brands must retain a high number of players to meet revenue targets.

Likewise, given the rapid growth and sudden popularity of games like Candy Crush, brands must find ways to scale their support to rapid upturns. They must also tailor their support to different regions and audiences who have differing needs depending on where they are located in the world — and also VIP players who are prioritized due to their lifetime value and purchases.

Today's consumers are empowered by technology and expect to get what they want, when and how they want it. This causes greater pressure on customer support teams as many players aren't prepared to wait long for a response. More than **half of all consumers** now expect a customer service response within one hour. At all times of the day, not just business hours. World of Warcraft is one of the most-subscribed massive-multiplayer online role-playing games (MMORPG) ever. Players spend, on average, **over 22 hours a week** on the game. If something goes wrong, like the game crashing in the middle of a raid, those players will want to get help, fast.

Falling short = churn

66%

66 percent of online adults in the U.S. state that the most important thing a brand can do for them is to value their time by providing a good online customer experience.

32%

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

77%

Up to 77% of consumers will pay more to a company when they receive good customer support.

6/10

6 in 10 customers need to contact a customer service team multiple times before their issue is resolved.

Fail to meet this expectation and your players will feel undervalued.

66 percent of online adults in the U.S. state that the most important thing a brand can do for them is to value their time by providing a good online customer experience. Despite this, brands across all industries are falling short. 1 in 3 customers report difficulty in reaching customer service, and 6 in 10 need to contact a customer service team multiple times before their issue is resolved. For mobile gaming brands, this translates into churn. Players won't have the time or patience to wait for a resolution or interact multiple times to resolve a problem. One poor customer service experience could lead a player to leave. 32 percent of customers will stop doing business with a brand after just one bad customer service experience.

But if you get it right, your customer support will translate into higher revenue. Up to 77% of consumers will pay more to a company when they receive good customer support. Retention is critical for mobile gaming brands as it correlates with revenue. The longer you convince a player to engage with your game, the more likely they are to spend money with your brand. If your game involves microtransactions, the longer they remain, the more payments they will make.

Hence why mobile gaming brands are going to many lengths to retain players. Mobile gaming is well-known for having a high churn rate with less than 15 percent of gaming apps retaining 35 percent of their players after day one. Brands are combatting this by streamlining their onboarding, continuous product improvements, building online communities and VIP programs for regular and high-level players.

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