

CASE STUDY | ONLINE GAMING

Championing a Steam Record Breaker

OVERVIEW

Sharpen Every Weapon in the Armory

The first Steam game to host 1 million concurrent players for 365 consecutive days was an incredible online multiplayer battle royale developed and published by one of Asia's top game studios.

The game's global success on PC, Xbox, PS4 and Google Stadia depended on rapidly expanding and reaching players all over the world. The publisher needed scalable and versatile player support to meet a unique demand.

They required agents who understood the complexities of the game and had the technical skills to support it across different gaming platforms.

“Goodbay gets a
10+ out of 10 on
Net Promoter
Score (NPS).”

Online Game Company Executive
Steam Record Breaker

A P P R O A C H

Caring About Player Experiences

Gamers need other gamers. So Goodbay assembled team members who were avid fans and already entrenched in the game. Players reached support agents who met them at every response with the same passion for battle as the game's biggest Twitch influencers.

The company also required intelligent insights into player trends, community sentiment and operational architecture to stay ahead of its competitors.

Focused reporting and analytics were applied to drive support and game improvements. Goodbay generated detailed Voice of the Player and Dissatisfied Player reports to identify opportunities for improvement.

R E S U L T S

1M+

players supported
across platforms

400

player support
articles published

70%+

player satisfaction
score

Steadfast Support Delivery in a Frenzied Arena

The landmark game's debut shattered all records.

With Goodbay support planned from day one to meet global launches on PC, Xbox, PS4 and Google Stadia, player support easily kept pace with players.

Across the globe, Goodbay contributions achieved the highest player satisfaction numbers the client ever recorded.