

CASE STUDY | TOP 5 GROSSING MOBILE GAME

# Leveling Up the Player Experience Drives Huge Gains in Player Satisfaction

## OVERVIEW

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### Deliver A “WOW” Player Experience

This Top 5 grossing mobile game startup experienced rapid and explosive growth. As downloads surpassed 100 million across 136 countries, the company knew it needed help with player support. After trying multiple outsourcing partners, the player experience still fell far below expectations and the publisher had to make a switch.

Goodbay’s immense experience with centralized, scalable, data-driven and high-touch player support is exactly what the publisher was looking for. By partnering with Goodbay, the publisher hoped to level up the player experience (PX) with “WOW” experiences across its player community.

Goodbay’s high-touch and player-focused approach has driven consistent improvement in Player Experience (PX) scores.

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As a result, Goodbay is an exclusive partner supporting the publisher’s newest studio.

## A P P R O A C H

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# Deliver Intelligent Support to the Player Community

Goodbay launched support with non-payer tickets but within months, all other payer queues were added including VIP support. Services span email player support, Play / App Store reviews, VIP player support and L2 technical support.

Based on performance consistency, higher production and increased CSAT scores, Goodbay quickly become the preferred partner for revamping macros, overhauling workflows, testing new tools and features.

By switching between macros and personalization, Goodbay quickly cleared a large backlog and significantly increased production levels. We began handling an increased number of multi-lingual tickets which yielded the highest ever player satisfaction scores for these tickets.

## R E S U L T S

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# #1

player support  
partner

# 40%

increase in  
player satisfaction

# 300%

growth in  
Goodbay team size

## Taking Player Experience to the Next Level Drives Success

Goodbay's focus on high-touch, personalized responses and first time resolution contributed to setting new CSAT benchmark of 77% which is 15 points higher than the inhouse team and all the other suppliers.

In addition to delivering improved player support, our partnership enabled the publisher's team to successfully launch support for a new game. We conducted extensive testing of multiple ticketing tools and our agents now track and report on game issues and bugs, ticketing trends and volume spikes.