CASE STUDY | #1 TOP GROSSING GAME

Gaming
Frontrunner
Upgrades
Customer Support
Quality

OVERVIEW

Overwhelming
Demand
Was Destroying
Company Brand

A San Francisco-based gaming powerhouse best known for developing augmented reality mobile games launched a game that became an overnight cultural phenomenon and generated more than $3 billion in revenue.

Unfortunately, the publisher's bargain offshore support provider was not keeping up. Slow response times, low player satisfaction and lack of collaboration negatively impacted company brand and community loyalty, damaging the game maker's reputation for quality and service.

Goodbay knew the best agents to support augmented reality (AR) players are other AR players, so we chose team members who were avid fans of the company's titles.

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We worked closely with the publisher to ensure players receive the highest quality of support.

Match **Passionate** Gamers with **Avid Gamers**

Goodbay recognized that the best people to support gamers would be other gamers so we chose team members who already were avid fans of the company's titles.

We worked closely with the publisher to ensure their players received the highest quality of support by focusing on data trends and customer sentiment to help drive game and player support improvements.

Bugs and trending issues were reported immediately to the publishers' operations and engineering teams.

Detailed voice of the customer and dissatisfied player reports help identify improvement opportunities within each game title.

RESULTS

Players Stayed **Played & Paid**

20%
CSAT increase
in 30 days

100%
NPS from
the publisher

Goodbay quickly helped improve player satisfaction, loyalty and retention across the board.

Today, Goodbay handles all levels of the publisher's support across all topics, spending tiers, channels and social moderation.

The client partner scored Goodbay a Net Promoter of 10 out of 10 for this achievement.

We **step** into your customer's **shoes.**

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