



5 Ways

to Deliver Premium
Support to Your
VIP Players

Lite paper

On average, 95% of gamers are non-paying. Of the 5% who do pay, the top 1% are serious players who drive 80% of revenue. This economic reality means it's crucial to create a vibrant, engaging gaming ecosystem with excellent player support for your VIPs and Whales. Delivering VIP customer support is not easy or for the faint of heart. It takes a lot of work – but the effort can score a touchdown when it comes to driving loyalty, engagement, and revenues

Here are five ways to level up your game plan when it comes to lucrative players:

1 Deliver Speedy Response Times to Player Issues

Speed is the name of the game when it comes to your most valuable customers. You want them engaged in play – not sitting on the sidelines, waiting for a response.

Player downtime has a direct impact on profitability. Faster response times also drive CSAT – and you want to keep your best customers happy. The increase in CSAT associated with speed can be dramatic.

Goodbay recently ran a test with a leading gaming company that demonstrated shorter response times propelled CSAT up by as much as 64%.

64%
HIGHER CSAT

—
impact of faster response time

Plug into Multi-Channel VIP Player Support

2

24%
HIGHER CSAT

—
with VIP chat support

Multi-channel support may not be feasible for your entire base of players, as it can be costly. However, your best players will appreciate options when it comes to connecting with customer service.

Goodbay works with a gaming company that initially offered a single channel of support. We spotted an opportunity to drive up CSAT with chat and suggested a trail for VIP players. The results were striking. Chat serviced players had a 24% higher CSAT vs. those supported in email. Speed was a factor in this test.

Customers connected with a customer support agent in under 48 seconds who addressed their issues quickly.

Another powerful option is dedicated Player VIP Desks. Deploy your best agents, with the strongest gaming and service skills, for your premium players. Go deep and ensure these agents are allocated to one title so they truly understand the game they are supporting. They will help some of your most experienced players, so they'll need to be subject matter experts. You may even want to have your absolute top players connect with a single dedicated agent accessible through a direct line.

3 Deploy Dedicated VIP Support Teams

Known glitches, technical issues, problems with promotions and bugs in features will always drive tickets. Compensation guidelines for these can vary based on VIP Tier to ensure you keep your best players engaged – and happy.

Compensating a regular player with 5,000 points might not mean the same thing to a Whale who spends a lot more – and that might impact CSAT. Remember to pull multiple levers like credits and in-game boosters/multipliers.

4 Compensate Based on Value

5 Craft Customized VIP Player Responses

Templated responses for VIPs may not pay off when it comes to CSAT. Your top players expect personalized service and can spot a canned response a mile away. More importantly, since VIPs may connect with your support teams more often, it's essential to take the time to do a little research on each customer. What was your last response to them, what kind of compensation did you give, how did they react – are all questions you should ask.

We recently performed an A/B test with a leading gaming company that demonstrated the impact of customized responses vs. standard macro responses. The tailored replies drove CSAT up to 25% higher vs. the generic ones.

25%
HIGHER
CSAT

with custom responses

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