

SOLUTION OVERVIEW

# Player Support

Open the right door and your game takes you on a quest - from a small startup to a \$1 billion unicorn, maybe overnight. Suddenly, you need a whole gaming squad to service your gamers. Goodbay specializes in player support – it's one of the things we do best.

## WHAT WE DO

<p><b>PLAYER &amp; VIP SUPPORT</b> </p> <p>Email, chat, in-game and social: We serve your paying and F2P players in every channel.</p>	<p><b>CONTENT MODERATION</b> </p> <p>User content thrives when we reduce bad actors, build communities and promote trust.</p>	<p><b>CONSULTING &amp; ANALYTICS</b> </p> <p>We find out why tickets are submitted, then work to prevent future ones.</p>	<p><b>QA &amp; GAME TESTING</b> </p> <p>Build high-quality games and find issues before players do.</p>
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## WHY WE DO IT



“We chose Goodbay because we see what they’ve done for all the best players in the mobile gaming space. They provide a team we didn’t have time, or expertise, to assemble. They offer analytics and intelligence so we know what drives support tickets. They mesh seamlessly with our quest to constantly improve our player experience - and our games.”

John Drake, Senior Manager | Social Point

# Level-Up Your Game with Intelligent Player Support

## IMPROVE WHAT MATTERS MOST:

- CUSTOMER SATISFACTION (CSAT)
- GAME REVIEWS
- PLAYER RETENTION
- FIRST CONTACT RESOLUTION (FCR)

## HOW WE DO IT



### GAMERS SUPPORT GAMERS

Our agents know your games, they play your games, they love your games. We hire expert gamers so there's no learning curve. Then we turn them loose so they know everything before the first customer calls. That's what we call true player to player support.



### GAMING GURUS MANAGE TEAMS

Our leaders are industry masters. They have a unique expertise in all things gaming. From F2P to Paying, they've seen it all and know what it takes to retain your most valuable players. As you launch new titles, we'll augment, scale and innovate player support so every ticket is answered quickly.



### PX INTELL PINPOINTS WHERE TO FOCUS

Deep dives into what causes player tickets is in our DNA. We want to know what happened, how to fix it – and why it happened. And we don't stop at support. We love uncovering product fixes and policy tweaks. All so you get those five-star ratings.



### GAMIFIED TRAINING KEEPS AGENTS HYPED

Competitive training ensures agents are certified, psyched and ready to support your community. Interest and engagement stay high. Real time analysts ensure everything goes as planned and all SLAs are met.

## GAMERS STAY, PLAY & PAY

>99%

resolution rate for  
115K event tickets

10<sub>pt</sub>

NPS rating from  
2 top-tier publishers

20<sub>pt</sub>

CSAT gain for Top 5  
mobile game publisher

<6hr

FRT for a mobile  
game unicorn

81%

CSAT in 60 days for  
a social gaming co.

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We step into your  
customer's shoes.

