



Gaming Case Study

Global designer & manufacturer of GPU & SoC units for mobile entertainment redesigns CRM & improves CSAT



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Global designer & manufacturer of GPUs, SoCs & gaming tablets redesigns CRM & improves CSAT


Challenge

- Indirect to direct sales shift requiring scalable multilingual customer & tech support, logistics & payment services
- Re-engineer multi-channel CRM system
- Improve EMEA customer satisfaction in over 25 countries
- Gather market feedback for R&D
- Real-time access to SLA data

Why Conectys

- Proven ability to offer 24/7/365 customer & tech support turnkey solution: people, processes, tech
- Wide-ranging multilingual skills
- Expertise in CRM system development & transitioning
- Real-time, web-based Customer Satisfaction metrics (NPS, CSAT)
- Full project transparency through scheduled & real-time SLA & customer feedback reporting

Results

- Absorbed 200% monthly volume increase
 - Improved CSAT from 7.7 to 8.6
 - Improved NPS from 43 to 62
 - 89% First Contact Resolution score
 - Decreased Missed Chats Rate by 97.5%
 - Maintained over 80% Quality score
 - Broadened scope of work, from single product support to global support
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- A yellow five-pointed star icon is positioned in the top right corner of the Results section, highlighting the achievement.

The client, a global high tech company that designs & manufactures graphic processing units, system-on-a-chip units for mobile computing, as well as gaming tablets, made a strategic move from indirect to direct sales & needed to offer personalised customer communication across EMEA.

The partnership with Conectys enabled the company to offer customer service in 6 languages through culturally- and linguistically-compatible in-house & Work from Home teams.

Some of the main aspects of the collaboration were the introduction of a bespoke CRM system, self-service portal & product category champions in order to improve service quality & customer satisfaction.

The team gathered end user feedback by way of NPS & CSAT surveys, & directed it to the client's R&D department, actively contributing to future product development.

The client also benefited from an integrated chat & ticketing system for increased process optimisation, as well as real-time SLA mishap notifications.

The client consolidated their collaboration with Conectys by evolving from a Gaming-as-a-Service Level 1 support, to the full range of European gamer and customer products after the first 8 months.

Solution

- Due Diligence: changes, benefits & verification points
- Foundation: Reallocated talent based on transferable skills
- Optimisation: lower costs via multi-site delivery, including Work from Home
- Personalisation: Launched lab environment with client products
- Omni-channel: Created & implemented Gaming-as-a-Service CRM system & tools (multilingual CSAT surveys, customer forums & self-service portal)
- Engagement: collaborative employee incentive scheme & Suggestion Forum

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with 5-star customer service?

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connectys



35+

LANGUAGES

1,050

SEATS

24/7

DELIVERY

5

LOCATIONS

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