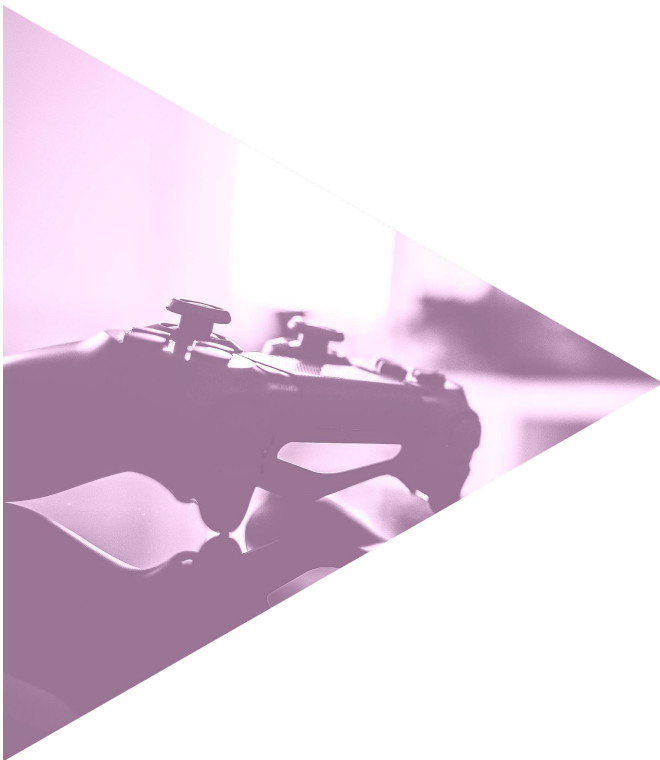




Gaming Case Study

Global manufacturer of innovative gaming devices clears backlog & improves customer experience



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Challenge

- Extremely high backlog due to slow in-house adaptation to the brand's global success
- Scattered project ownership resulting in inconsistent Customer Journeys
- High false-positive gaming device returns rate
- Slow scalability to specific seasonality

Why Conectys

- Cost-efficient & scalable multilingual teams aligned to seasonality & scope increases
- Flexible and transparent data analytics (backlog tracking, SLA notifications, forecasting)
- Bespoke, multi-channel customer satisfaction tracking system
- Value-oriented consultancy approach on a people-process-technology level

Results

Cleared 2,000-ticket backlog in 60 days

Decreased web-form /email response time to under 4h

Decreased false-positive RMA rate by 70%

Implemented real-time NPS, FCR and CES tracking

The client is a US-based provider of innovative gaming devices and accessories for gaming consoles and PCs.

As a public entity, the company needed to deliver to its shareholders' expectations. For that, they also needed to provide a consistent Customer Experience across contact points and offer local language support adapted to seasonality. At the same time, they wanted to strengthen their leading product by offering mobile media and entertainment systems to the gaming community.

They came to Conectys for its scalable multilingual and multicultural outsourcing solutions. The outsourcing provider implemented a phased solution that included user process redesign, customer satisfaction tracking, user experience testing, knowledge base creation, and consultancy for transitioning, at a later stage, from Conectys' standard ticketing system to the omnichannel Kayako.

Throughout their collaboration, Conectys delivered vital insights into end-customer behaviour and stepped in to help the client stabilise its workflow on a case by case basis (e.g. clearing a 5,000 ticket backlog for the in-house team in the US).

The partnership evolved from Level 1 technical support, to Level 2, effectively allowing the client to focus on further product improvement knowing that their customers were well taken care of by their teams at Conectys.

Solution

- Identified & analysed factors contributing to backlog
- Applied data analytics & aligned capacity to volume
- Redesigned process for better consistency & efficiency
- Set up a lab environment for accurate troubleshooting.
- Activated multi-channel Customer Journeys in 5 languages (En, Fr, Es, It, De)
- Measured SLAs & Customer Satisfaction through real-time NPS, FCR and CES scores
- Created a centralised knowledge base to enable accurate & swift resolutions

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