

GAMING



# Game On: Increasing Resolution Rates for the Ultimate Player Experience

TaskUs

CX | Content Security | AI Operations | Consulting

The Client: American video game developer, publisher, and digital distribution company

Industry: Gaming

## The Challenge

Find an agile partner who could build and scale an end-to-end player experience.

As a video game developer, publisher, and digital distributor, this gaming company has been responsible for the development and distribution of the most influential game of the decade.

Specifically, they specialize in online, competitive, and single-player gaming experiences. With over 20 years in the gaming industry, this gaming goliath was no stranger to providing unique player experiences.

Since 2014, the number of games on this client's platform grew by 387%. With thousands of new video games coming out every year and their explosive growth worldwide, this began to negatively impact resolution rates and player experience.

**As a company who previously had a bad experience with a BPO vendor, the challenge was finding a credible partner who could build and scale an end-to-end player experience that mirrored their company culture.**

### Establishing Credibility

The first challenge was building credibility with the company's leaders. This was difficult because they worked with BPOs in the past who misled them by claiming that they were a people-first organization with innovative ideas - but never delivered.

One of the signs of a true partnership is an honest conversation. In the world of outsourced customer care and experience, that means letting the client know when something they ask for isn't realistic.

This open conversation is what made this a partnership from day one and is one of the ways that TaskUs immediately provided value. For example, the client wanted to measure quality without actually tying it to a number. It was imperative to have quantifiable ways to measure quality in order for teammates and leadership to focus on how to drive a consistent player experience.

### Cultivating a Unique Player Experience

One of the client's main goals was to create a unique player experience. Since TaskUs is a people-first organization, there was a great culture fit from the start.

The client didn't compromise on needing the right team in place - one that truly cared for their employees.

Since the client was unsatisfied with the training and recruiting program they had in place, company leaders challenged TaskUs to curate a program from scratch.

TaskUs' culture attracts thousands of applicants every month which provides them with the opportunity to select only the best candidates from their vast pool. For this client, TaskUs designed a unique recruitment strategy to ensure they attracted and accepted the right talent.

Initially, TaskUs wanted to have 60% of the team be composed of gamers but quickly realized that it was essential to diversify the population with industry experience. This augmented their search to include people who had previously worked in the BPO industry and customer or technical support. Combined, this helped to achieve a blended group that understands the overall community while simultaneously providing empathy and a focus on resolving tickets with actual answers.

The next phase was focused on training and establishing a blueprint for success. The client provided minimal guidance on how to train employees and relied on TaskUs' well-known expertise in developing a training curriculum.

TaskUs created a unique training program for the client called "Mastery Training," which brought teammates to full proficiency, ready for any issue, in just 40 days. The agenda consisted of a blended style of training that included both classroom and hands-on experience in a sandbox environment. This enabled TaskUs to not only train teammates on the concepts but also how to implement those concepts and simplify the production process.

## Increasing Resolution Rates

One of the client's main roadblocks in providing a great player experience was an inability to reduce the number of tickets it took to resolve an issue. To tackle the issue, TaskUs began to assess the client's technology and approach to support responses.

The client adhered to macro-based technology which meant that they utilized pre-scripted answers to speed up overall responses to tickets. However, TaskUs noticed some issues where customers whose macros were not customized resulted in an increase in tickets.

To avoid this, TaskUs team leaders began coaching and developing 'freehand typing' where teammates would use macros as a foundation but also included customization to provide more of a human-like interaction. The client wanted customer interactions to be meaningful so that gamers could get back to gaming, and that's precisely what this tactic set out to do. Before freehand typing, the average tickets to resolution was four but once TaskUs implemented this new method, they were able to reduce tickets to resolution by 33%. The client valued the gaming experience TaskUs created with this method and implemented it across their enterprise.

## The Results

This partnership began with Tier 1 account issues, and due to TaskUs' phenomenal success, this led to the creation of additional lines of business such as foreign language support, tier 2 and 3 support issues, and specific gaming support. **The partnership accomplished 3 results:**

25,000

Tickets Resolved  
Per Day

65%

Resolution  
Rate

9 hours

Time to Resolution  
vs. 24 Hours SLA

### Resolution Rate

65% of total tickets daily were resolved in one contact where previously it took three.

### Time to Resolution

Tickets were resolved in 9 hours which was less than half of the original SLA of 24 hours across all lines of business. The faster SLA allowed people to get back to gaming instead of waiting for a response from customer service.

### Peer to Peer QA

Community measurement of performance and coaching from team leaders produced a more holistic approach to identifying trends and accountability amongst TaskUs' front line leadership and teammates. For example, when a teammate received a flagged policy error ticket that was worked on by a peer, they would take ownership in fixing it and provided feedback to the original teammate to educate them on how they could improve.



## About TaskUs

TaskUs provides next- generation customer experience that powers the world's most disruptive companies through the partnership of amazing people and innovative technology.

We provide Ridiculously Good strategy, business process optimization, revolutionary technology

and the best talent to deliver transformational, digital scale. To find out more visit [TaskUs.com](https://TaskUs.com)

To start a conversation about how we can help your organization, contact [sales@taskus.com](mailto:sales@taskus.com).

