

# GAME PLAY SUPPORT

An Explosion of New Gamers Emphasizes the Need for Comprehensive Game Play Support



## INDUSTRY GROWTH & EVOLUTION

Gaming, in all its forms, has become one of our favorite pastimes. Though the number of gamers has been growing steadily every year, it accelerated due to the pandemic, with at-home activities such as video games coming to the forefront of entertainment. In the past, game companies' main priority was on the developing and releasing of games. But, given that poor customer service can negatively affect a game's ability to attract and retain players—essential for success—game companies are realizing its importance.

### Increased Social Activity Leads To Greater Community Moderation Demand

With the ability to play right at their fingertips, players are spending more time immersed in their games than ever before. In fact, gamers spend an average of 8.5 hours a week playing games. For many new gamers, it's just another way to socialize and connect with friends. But with the influx of social interactions, gaming companies have had to devote substantial resources to address the challenges of toxic and disruptive behavior. One effective partner in this fight: *The Fair Play Alliance*.

The Fair Play Alliance acknowledges that **gaming companies and platforms cannot address all the factors that contribute to disruptive conduct, but they can contribute to more effective responses.** Alorica's Community Moderation and Trust & Safety services can assist these organizations in achieving their goals.

### Digital-First, Seamless Customer Care

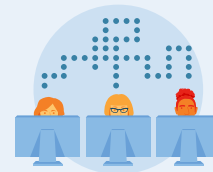
As new players join the gaming community, they are also changing it: from their age, gender, and ethnicity, the landscape of gamers is vastly different today than it was in the past. With more players interacting, more issues can arise. From technical problems to billing issues, to content moderation and beyond, players expect their games to be safe, socially responsible environments that also work the way they are intended to. **When issues do arise, gamers are used to the quick-paced environment of gaming and expect their problems to be resolved with the same level of commitment with multi-platform support.**

And that's where Alorica's Game Play Support comes in. Game Play Support helps publishers, developers, game streaming services and beyond by handling some of the most common gamer issues, including sorting out glitches, resetting passwords, taking care of billing issues, and all customer service requests. From self-service to human and automated support, Game Play Support is an important aspect of any gaming community.

## GAMING BY THE NUMBERS



The global gaming industry generated **\$177B** in revenue in 2020.<sup>1</sup>



**2.8B** people play video games.<sup>2</sup>



The number of gamers is projected to grow **9.3%** in the next 2 years.<sup>3</sup>



Gamers average **8.5 hours per week** playing games, up **14%** over 2020.<sup>4</sup>

## WHY GAME PLAY SUPPORT MATTERS

As is the case with all companies, gaming companies need to keep their players satisfied to maintain their loyalty (and to help supplement their bottom line!). To do that, a support system needs to be in place so they can tackle any issues that arise. That way, players can get back into the game *faster!*

Gaming companies want to keep their players engaged and to do that they need to provide the highest level of customer service that must:



## WHAT GAME PLAY SUPPORT DOES

Alorica's Game Play Support services handle common to complex problems for gamers and can help in the following areas:



**Player Support** includes a combination of services designed to enhance the gamer experience and increase loyalty



**Community Moderation** prevents online abuse by moderating content based on intent, local context, and community guidelines



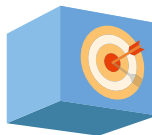
**Technical Support** troubleshoots and resolves gaming issues to mitigate player frustration



**Trust & Safety** protects customer data, identifies malicious users, and mitigates potential fraud



**Game Play Info** builds and supports knowledge management, provides tips and tricks



**Go-To-Market** supports marketing and sales campaigns, and product launches

## THE ALORICA ADVANTAGE



### An Award-Winning Culture

We ensure our game play support experts are passionate about the industry and ideally matched to your specific game through advanced expert & team lead hiring profiles and dedicated gaming labs to instill confidence and mastery. Our team will become your biggest brand ambassadors.



### Expertise in Digital-First Customer Care

We expertly deliver seamless, highly technical and complex omnichannel support everywhere your players are, including account and billing management, technical assistance, knowledge base management, community moderation, fraud management & prevention, and VIP concierge support across scalable global product launches.



### Innovation Focused

Our processes are focused on continuous improvement and player feedback to level-up the gaming experience with embedded analytics across the entire interaction lifecycle, including a customized **Voice of the Player (VOP)**. *Connect* and *Hypercare*, our gamified employee engagement platform, ensures game play support experts are happy, confident, and enabled.



### Flexibility and Scalability

Alorica is one of the world's largest customer experience providers—with 100,000 employees across 15 countries, all ready to go to work for you. We support our clients with extensive, efficient, flexible resources that are ready to grow (and *ready to go!*) for every need, from product launch, to regional expansion and more.

## ABOUT ALORICA

Alorica is a trusted, global leader in customer experience solutions. We are made up of 100,000 passionate problem solvers who make lives better through positive customer interactions—at every touchpoint—across voice, chat and social. Leveraging innovative technologies—including intelligent automation and a comprehensive analytics suite—we support the world's most respected brands with the best talent and resources necessary to create insanely great experiences. Alorica provides a host of world-class services—from customer care to financial solutions and digital services—to clients across industries of all kinds, many of whom are on the Fortune 500. Alorica contact centers and operation hubs span the globe with locations in 15 countries. To learn more, visit [www.alorica.com](http://www.alorica.com).

1. <https://newzoo.com/insights/trend-reports/newzoo-global-games-market-report-2021-free-version>

2. <https://newzoo.com/insights/articles/games-market-engagement-revenues-trends-2020-2023-gaming-report>

3. *Ibid.*

4. <https://www.limelight.com/lp/state-of-online-gaming-2021/#heroArea>