

Outsourcing - UK Based Online Gaming Organisation

Client's business challenge and requirements:

- Find an outsourcer which could provide skilled, technically minded agents to deal with the technical nature of the game and any customer enquiries of a technical nature
- Identify a partner able to develop systems and processes in a short period of time, ready for launch date
- Partner with an organisation with a high level of technical experience and the capabilities to develop a multi-channel solution
- Agents able to navigate the game and provide multi-channel support
- The clients' strong brand image had to be strongly imbedded in the customer service offering and agent training programme

City Park Technologies' solution:

- Develop and implement a multi-channel solution to include inbound and outbound web chat, voice calls and support desk functions
- Develop an innovative training programme for the campaign, where the agents are in control of the training
- Agents required to experience playing the game and develop a clearer understanding of potential questions which customers may have and how they could best assist them

Results:

- In just four weeks CPT developed, implemented and trained agents to deliver a multi-channel solution, including inbound and outbound web chat, voice calls and support desk functions
- During initial weeks of operation the agents helped to secure 10,000 player accounts
- 80% of customer accounts set as monthly direct debits – exceeding client targets
- Handled over £200K of lucky prize winners during the first 6 months

Client

Following two years of development our client launched a new, innovative, location based online game.

Role

CPT has worked with the organisation to develop multi-channel B2C support for the game launch and live multi-channel contact centre operations.