

CUSTOMER SERVICE BENCHMARK REPORT

Gaming



^netomi

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Executive Summary

A pulse of how 3,000 of the world's top gaming companies deliver support on customers' digital channel of choice for support: **email**.

It's the gaming era. There are now more than 2.5 billion gamers across the world powering an industry that's expected to reach a \$300bn-plus industry by 2025.

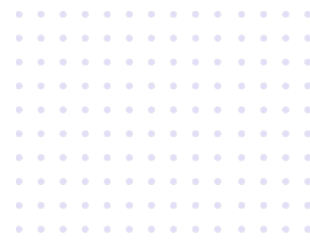
In the gaming world, complaints from these billions of players are loud. Ensuring players get the help they need is emerging as a crucial differentiator in an ever-diluted market. The biggest tech titans are now competing against independent developers. To drive long-term loyalty and capture player engagement, gaming companies need to provide quick, effortless support across channels.

In our **Customer Service Benchmark Report**, we wanted to understand how effortlessly players can receive support if a question or issue arises on email, the preferred channel for customer support according to many surveys. We were surprised that only 53% of gaming companies worldwide have a readily-accessible email address, and of those, 76% ignore a simple customer service email asking for a game recommendation.

To measure the overall performance and effectiveness of a company's email support, we created the **Support Performance Index (SPI)** which provides a 360-degree analysis of a response measuring personalization, answer quality, empathy and responsiveness. On a scale of 1-100, 33% of the companies that responded to a customer service email are concentrated in the 50-60 range. The average SPI is 51.17. This signals that support from gaming companies has a lot of room for improvement.

Of the companies that respond to customer service emails, 12% didn't provide any relevant information. When given this opportunity to drive a potential sale, 50% of gaming companies that responded did not provide even one game recommendation.

Our **Customer Service Benchmark Report** revealed that gaming companies need to re-prioritize email as a support channel in order to effectively compete on customer service. Expectations for immediate, relevant and convenient support are not being met.



Key Findings

- 1 Gamers are not able to email for support:** Only **54%** of gaming companies have an easily accessible email address
- 2 Gamers are often ignored: 76%** of gaming companies with readily available email addresses ignore customer service emails
- 3 Responses are rarely relevant:** Of the gaming companies that responded, nearly **33%** don't provide a meaningful response
- 4 Gaming companies are slow to respond:** The average response time is **39 hours**
- 5 Gaming companies are not scoring high on the SPI:** The average Support Performance Index (SPI), which measures the overall quality of a response and responsiveness, is only **51.17**
- 6 Personalization is a bright spot:** Nearly **4 in 5** gaming companies personalize emails
- 7 Empathy is hard to come by: More than half** of gaming companies that respond to customer emails don't show empathy
- 8 Auto-Replies are not a given:** Only **13%** of companies send an auto-response, acknowledging a person's email was received
- 9 Mobile gaming out-performs console gaming:** Mobile gaming companies are **1.7X** faster at responding than console game providers
- 10 APAC outperforms other regions:** Asia-Pacific companies are the fastest to respond, with an average response time of **10.3 hours**, while companies in EMEA responded in **2.4 days**, on average

Methodology

Our study includes nearly 3,000 gaming companies from 75 countries with 43 native languages.

We used apollo.io to find the largest gaming companies globally. We manually checked the social media accounts and corporate websites to find support-related or corporate email addresses. Of the 2,991 companies, we were able to find 1,600 relevant email addresses.

We sent an email to each company—translated to the native language of their home country—as a customer trying to find a recommendation for a game for a child.

Hi ,

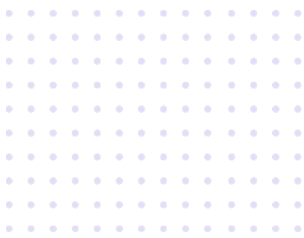
I have a kid that goes to elementary school. We have been abiding the COVID guidelines and staying at home. However, I have a very demanding job and it has been extremely difficult to keep my child busy.

Do you have any game recommendations for him.

Thanks
██████

Netomi's research team created a proprietary index to measure the quality of customer support: the Support Performance Index (SPI). SPI is a 100 point scale measured by resolution time (50 points), relevance of the answer (30 points), empathy (10 points), personalization (5 points), and the use of an auto-responder (5 points). Companies can earn up to 5 bonus points by going above and beyond. In this experiment, we defined that as providing a discount code.

For the 1,600 emails sent, we received only 265 replies, excluding auto-responders. We analyzed email replies across many dimensions that define a good customer service experience, including personalization, empathy, relevance and response time.



1

Gamers can't easily find email addresses for customer support

Even though email is the preferred channel for customer service, **46%** of gaming companies failed to provide an accessible support email address. This means that players, whether they have troubleshooting and streaming issues, are seeking to unlock features or get account assistance, have to seek out other channels for support. In the gaming industry, that is typically social, peer-to-peer networks or comment boards that are difficult and expensive for companies to monitor. By providing support on email, a private channel, gaming companies can have more control over and awareness over issues, as well as improve customer satisfaction.

54%



Gaming companies with a readily available email address

Away from the Keyboard “AFK” - 76% of gaming companies that have an email address ignore emails

Of the companies that have an email address, nearly **76%** never respond to a simple customer service email. This disregard of a customer's question is alarming, especially as customer service has become more critical in the increasingly competitive fight for consumer engagement.

“ Every industry has its critics, but few are quite as vocal as an enraged video gamer whose game has just inexplicably stopped working—especially when a new console or game is involved. ”

- CNBC

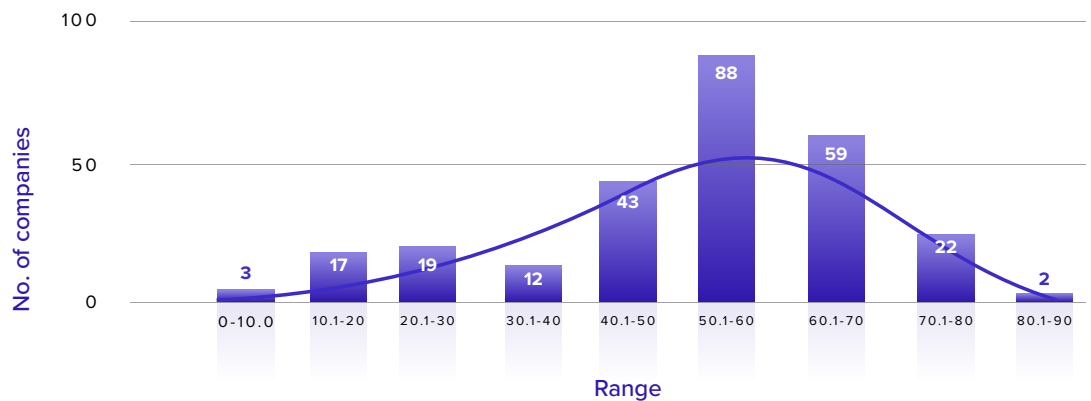
2

1/3 of companies provide mediocre support according to the Support Performance Index (SPI)

Our SPI was designed to look holistically about the quality of support provided by a company, measured by response time, personalization, empathy, and the relevance and thoroughness of a response. We found that on a scale of 1-100, 33% of the companies that responded to a customer service email are concentrated in the 50-60 range. The average SPI is **51.17**.

The highest-scoring company on the SPI was **Gumi Asia PTE** (Singapore, 81.08), followed by: **Game-U** (US, 80.19); **Gameclub** (US, 79.33); **2K** (US, 78.25); and **Ggtech Entertainment** (Spain, 76.92).

SPI Distribution



Hi [REDACTED]

Thank you for contacting **Game-U**! My name is [REDACTED] and I am happy to help with your inquiry.

As many of our team members are parents, we understand how difficult it can be to work from home and take care of a family! While **Game-U** is about creating games more than playing them, we do offer many **game nights** that may be helpful to you as a way for your child to try some games out there in a safe, friendly environment. We also offer after school classes and private lessons!

You can take a look at each of these programs below.

- **After School** (<https://www.game-u.com/programs/after-school-classes/>): Learn in a group setting of 4-6 students with a Pro instructor. For ages 6-17.
- **Live 1:1** (<https://www.game-u.com/tutoring/>): Private, 1:1 virtual classes with a pro instructor that follow project-based curriculum. For ages 6-21.
- **Game Nights** (<https://www.game-u.com/events/game-nights/>): Virtual gaming events that allow **Game-U** students and non-students to come together and play games like Among Us, Minecraft, and Super Smash Ultimate.

For After School classes and Live 1:1 lessons, you can schedule a free trial class to see if either of them is a good fit for you!

Thank you and have a great day!

Sincerely,

Game-U was one of the best performers on the SPI, providing a very thorough, personalized and relevant resolution

SPI Leaderboard

| Company | Country | ↓ SPI |
|---|---|-------|
|  gumi |  Singapore | 81.0 |
|  gameU |  United States | 80.1 |
|  GameClub. |  United States | 79.3 |
|  2K |  United States | 78.2 |
|  GGTECH ENTERTAINMENT |  Spain | 76.9 |
|  INFOCOM Innovating Experiences |  India | 76.7 |
|  GTD goto. game |  France | 76.5 |
|  PLAYCORP |  Australia | 76.0 |
|  MURKA time to play |  Ukraine | 75.8 |
|  THUNDERLOTUS |  Canada | 74.5 |



Companies that went above and beyond

Although the customer in our study did not ask for a discount code specifically, two companies - Biba Ventures (Canada) and TuttiFrutti Interactive (India) - proactively provided an offer. We applaud these companies for going above and beyond to provide an exceptional customer experience.





gumi Support Team – [137] (Support & Community Portal)

Hello player,

Thank you for contacting **gumi** Customer Support Team. My name is [REDACTED] and I would be happy to assist you today.

I appreciate your interest in our games. You can check out the list of our games here on this link <http://gumi.sg/games/> and you can choose which games that your child would like to play based on preferences and age. (*Age requirement are indicated on the App store*)

I would also like to recommend you our latest release called WAR OF THE VISIONS FINAL FANTASY BRAVE EXVIUS. For more information, you can check out the game here <https://wotvffbe.com/>

I hope this information helps you choose.

If you have any other questions or concerns, please don't hesitate to contact us again. Have a nice day!

Regards,

[REDACTED]
gumi Customer Support

<http://gumi.sg/>



[REDACTED] at GameClub (GameClub)

Hi [REDACTED]
Happy to help! Some of our games that are really great for kids include:

- The Big Journey (I'd personally start here)
- Dr. Schplot's Nanobots
- Sushi Cat Words (It's a word **game** so it will depend on his reading level, but the early levels should be appropriate)
- Hackycat (small note — the **game** is about playing hacky sack with cats, which is presented in a very silly way that doesn't harm them but just watch the gif and see if you have a problem with it)
- Swap This!

A few others that are just on iOS (not sure which operating system you have) are Gears, Any Landing, and Chippy. All of these are clean and non-violent (no blood, no fighting).

Good luck! Most of us are in the same situation over here, it's tough and you're doing great.

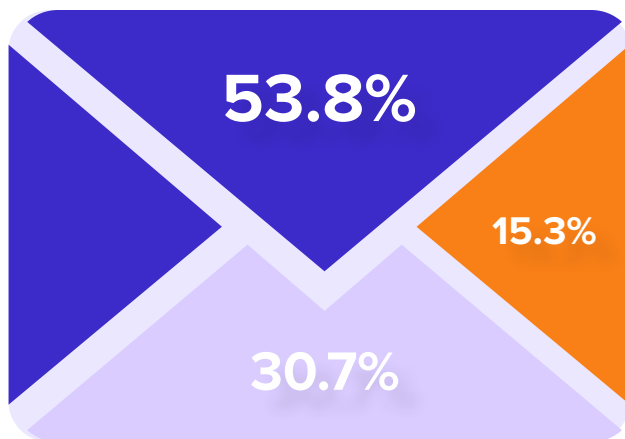
[REDACTED]

Other examples of emails that scored high on the SPI

3

A spotlight on the top 25 Gaming Companies

Of the biggest brand name gaming companies in the world, **54%** don't offer email as a customer support channel. Shockingly, **31%** of these big brands ignore customer emails, failing to ever follow up on a simple customer question. **2K, Sega** and **Gameloft** are amongst the **15%** of the top 25 gaming companies to actually provide a personalized, meaningful email response.



Do the top 25 gaming companies respond to customer inquiries?

- No Response
- Automated Email Only
- Relevant Responses

*Due to rounding, numbers do not add up to 100.0%






The Best Performing Top Companies

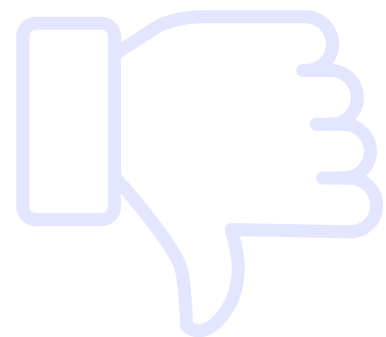


| Company | Region | ↓ SPI |
|--|--|-------|
|  |  NORTH AMERICA | 78.2 |
|  |  EUROPE, AFRICA AND MIDDLE EAST | 54.9 |
|  |  EUROPE, AFRICA AND MIDDLE EAST | 54.1 |
|  |  EUROPE, AFRICA AND MIDDLE EAST | 50.0 |
|  |  NORTH AMERICA | 23.0 |



The Worst Performing Top Companies

| Company | Region | ↓ SPI |
|---|--|-------|
|  |  EUROPE, AFRICA AND MIDDLE EAST | 0.0 |
|  |  EUROPE, AFRICA AND MIDDLE EAST | 0.0 |
|  |  EUROPE, AFRICA AND MIDDLE EAST | 0.0 |
|  |  ASIA PACIFIC | 0.0 |
|  |  ASIA PACIFIC | 0.0 |



4

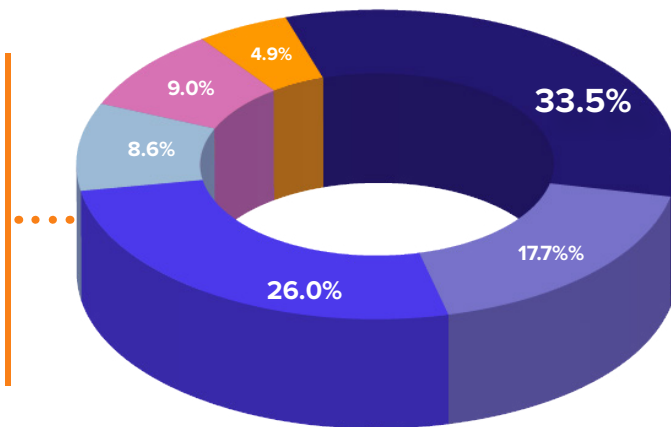
Super Sonic Speed: Of the gaming companies that prioritize email, over 3 in 4 respond within 24 hours

While the average email response time for gaming companies is **39 hours**, **77%** of gaming companies respond to customers within the first day of receiving a response. Many companies, however, prioritize speed and are incredibly fast to respond: **26%** respond within the first hour, **18%** within 1-3 hours and **34%** between 3-24 hours. Some are even faster: **101xp** (1 minute), **Cobra Mobile** (2 minutes), **ABCya.com** (3 minutes) and **Manavoid Entertainment** (3 minutes). Considering these responses were from human agents, not AI-powered bots, this resolution time is incredible.

Response Time Distribution



- 0-1 hours ●
- 1-3 hours ●
- 3-24 hours ●
- 24-48 hours ●
- 2-7 days ●
- 7+ days ●



*Due to rounding, numbers do not add up to 100.0%

Fastest Responders



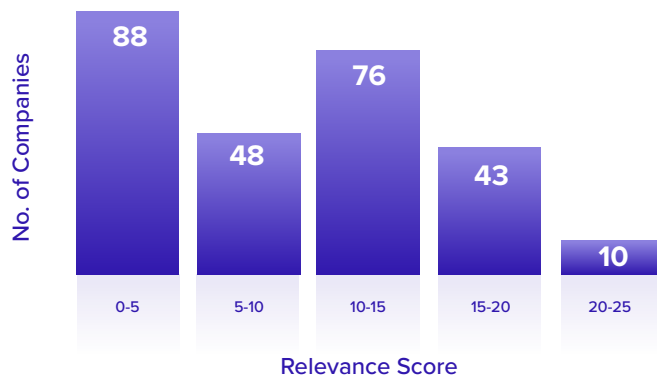
| Company | Country | Response Time (mins) |
|---------------|----------------|----------------------|
| 101XP.com | Russia | 1 |
| | United Kingdom | 2 |
| ABCya.com | United States | 3 |
| MANA VOID | Canada | 3 |
| SMART PROJECT | Switzerland | 3 |

5 1 in 10 responses don't contain relevant information

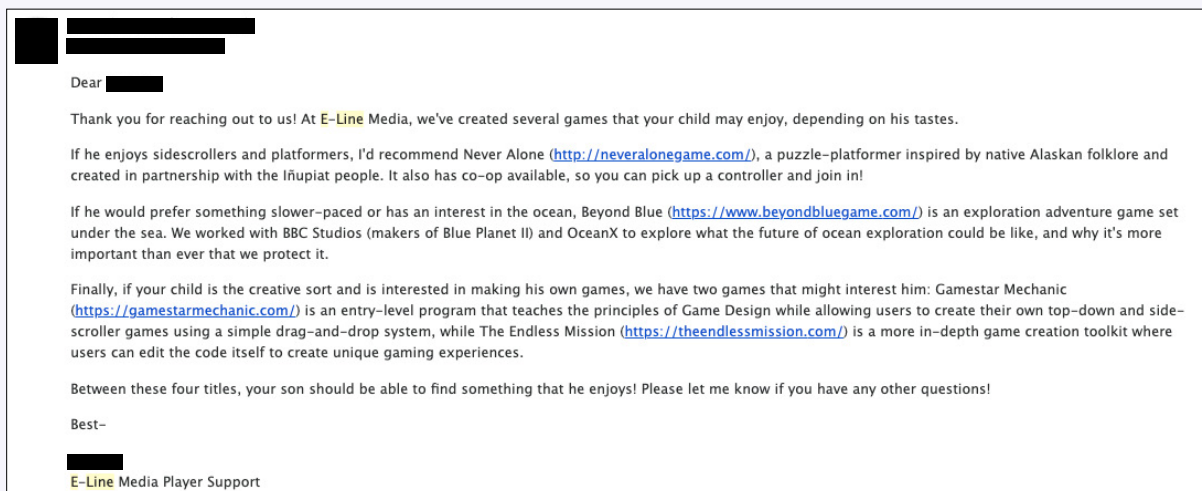
Customer effort measures how much effort a customer has to exert to get an issue resolved. If a response doesn't answer the question or provide all relevant information, the customer would have to put in more effort to seek additional support, negatively impacting the customer experience. In our study in which a customer asked for a game recommendation for a child, we analyzed responses for relevance and thoroughness, specifically looking at whether a response included a few key items: game suggestions (25%); explanation of the game (22%); game download link (17%); age restrictions or regulations (10%); CSAT survey (17%); and whether an agent asked specific questions to better tailor recommendations (10%).

Of the few companies that actually took the time to respond to customer service emails, **12%** didn't provide any relevant information and a whopping **33%** scored less than 5 points (out of 30 total). When given this lay-up opportunity to drive a potential sale, **50%** of gaming companies that responded did not provide even one recommendation.

Gaming companies also failed to deliver on effortlessness: only **5%** provided a direct download link to a recommended game. Shockingly, only **19%** linked directly to the game's web page.



Very few companies are performing exceptionally well when it comes to the Relevance Score

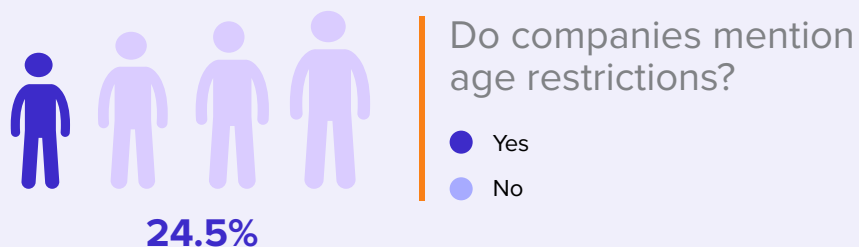


Relevance Broken Down



Spotlight: Age Restriction

Given that the nature of the customer inquiry was related to content for a child, we expected that more companies would highlight regulations or age restrictions. We found, though, that 3 in 4 companies made no mention of age restrictions or didn't ask for the child's age.



6

Nearly half of companies personalize their responses

Personalization is a key element in defining a good customer service interaction. In our report, we looked at the bare minimum in customer support: whether the agent greeted the customer by their name and used their own name in the signoff. While nearly **1 in 5** companies don't personalize their responses in any way, **52%** of companies fully personalized their responses.



Gaming companies use of personalization in customer support email responses

██████████

Hey ██████

Thanks for contacting 2K Support.

I hope you and your family have been keeping healthy and well during these hard times. I appreciate you contacting us asking what games to play. For your son we only have a few games I can recommend published by 2K games, the main being [NBA 2K21](#).

For other games for kids his age I recommend searching on the Internet for other games that we don't support.

Should you have any other 2K related issues, let us know.

All the best,

██████████
2K Support

Hello ██████

Where do they play games? A video game console (if so which one), a PC, or mobile (ios or android)?

How old is your kid?

What kinds of games does your kid play and like?

...

—

Thanks,

██████████
www.akuparagames.com
(805) 471 4933

Two examples of emails that personalized responses

7

Only 6% of gaming companies are fully empathetic

In our email to gaming companies, we asked for recommendations for a child who was socially distancing because of the Covid-19 pandemic. We analyzed whether companies acknowledged the pandemic or inquired about the child's interests to provide better assistance. Only **7%** of companies acknowledged the pandemic, while **50%** inquired about the child's specific interests. Surprisingly, half of all responding companies did not show any kind of empathy.

Are gaming companies empathetic?



- Yes ●
- No ●



Most Empathetic Companies



| Company | Country | Empathy Score (out of 10) |
|---|--|---------------------------|
|  |  United States | 10 |
|  |  Canada | 10 |
|  |  United States | 10 |
|  |  China | 10 |
|  |  United States | 10 |

Hi there [REDACTED] and Happy New Year!

We totally understand the challenges you're facing. As a working parent abiding by COVID guidelines, trying to keep home schooling going makes for an enormous task - and we applaud you for taking it on! A number of us here are also facing the same situation. It's a rough time for all of us as parents.

So firstly, in terms of third party games, we would highly recommend Ring Fit Adventure for the Nintendo Switch. Ring Fit is one of the products we certainly endorse if you have a Nintendo Switch console. It's highly physically engaging and fun for everyone, including adults.

But we have also introduced the first version of a new product for home play called Biba Home Adventures. It's a mobile game that works with a series of our augmented reality tags. The added bonus is that the augmented reality tags our kit comes with also works with our outdoor Biba Playground Games product! So whenever playing outdoors at the playground is an option again, you're armed with a play solution at hand for any playground.

In fact, we would love to just send you one of our Home Kits free of charge that your child can use to play Biba Home Adventures at home. And it would be great to just get your feedback on how well it works for you. Things are tough for all of us as parents right now so hopefully it will be of help!

If you would be willing to send us your mailing address, we would be happy to send along one of our home kits free of charge.

Let me know if you're interested and I'll get right on it for you.

Happy 2021 [REDACTED]!

[REDACTED]

DWD Support <support@direwolfdigital.com>

to me ▾

Hi [REDACTED]

Thanks for reaching out! We understand completely, these are difficult times!

How old is your child? What types of games do they typically like to play? We may be able to make some recommendations!

Best,
The Dire Wolf Digital Team



Dr. Panda China (Dr. Panda)

[REDACTED]

Hi [REDACTED]

Thanks for writing in. COVID has been giving a hard time to everybody staying at home especially for kids.

I'd recommend you giving a try on Dr. Panda Town and Dr. Panda Restaurant 3 and Hoopa city 2, and hope they could help keeping the kids busy.

You could simply search the app name in App Store or Play store to find them. Feel free to let know if you have any questions.

Examples of company responses that displayed empathy

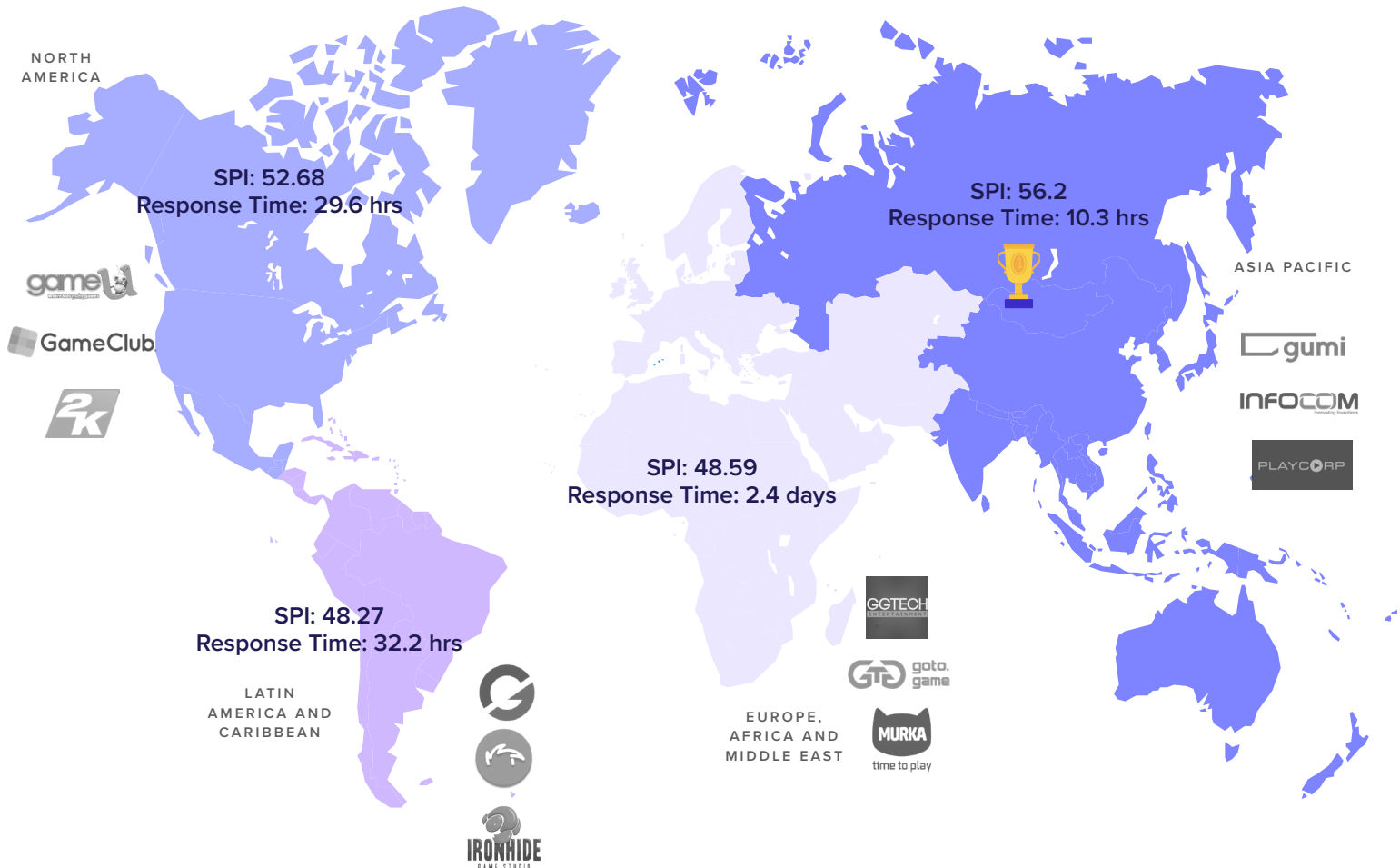


8

Gaming companies in APAC provide the best email support while LATAM lags

Do certain regions prioritize customer support more than others? According to our study, companies based in the Asia Pacific (APAC) region performed highest on the Support Performance Index (SPI) with an average score of **56.2**, followed by companies based in North America (NA) scoring an average **52.68**, and Europe and the Middle East (EMEA) averaging 48.59. Latin America (LATAM) scored the lowest, with an average SPI of **48.27**.

APAC companies are also the fastest to respond, with an average response time of **10.3 hours**. North America was the next fastest to respond with an average of **29.6 hours**, followed by LATAM at **32.2 hours**. Gaming companies based in EMEA were the slowest to respond, keeping customers waiting, on average, **2.4 days**.



9

Aferin! Turkish-speaking companies are the fastest responders

Turkish-speaking companies have the best email customer support, scoring highest in the SPI and having the lowest response times. On average, companies based in a Turkish-speaking country scored **61.4** on the SPI, and had an average response time of just **3 hours**.

Portuguese-speaking countries are the next best performers in the SPI (**56.1**), followed by Ukrainian-speaking countries (**56.0**) and Spanish-speaking countries (**55.1**). English-speaking countries, for their part, score an average of **52.9** on the SPI. The worst SPI performances are German (**44.0**) and Swedish (**42.8**) speaking countries.

Following Turkish-speaking companies, the best performing languages in terms of response time are Mandarin (**13 hour average**), Hebrew (**15 hour average**), Portuguese (**15 hour average**) and Spanish (**20 hour average**). English-speaking countries responded, on average, in 32 hours. The slowest are German-speaking countries, with an average of **108 hours**.



Merhaba!

TURKISH

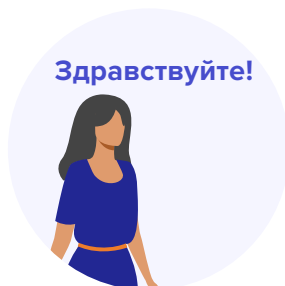
SPI: 61.4
Response Time: 3



Olá!

PORTUGUESE

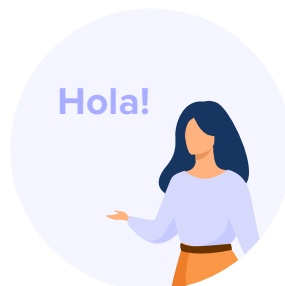
SPI: 56.1
Response Time: 15



Здравствуйте!

UKRAINIAN

SPI: 56.0
Response Time: 23



Hola!

SPANISH

SPI: 55.1
Response Time: 20



Hello!

ENGLISH

SPI: 52.9
Response Time: 32

*Response Times are in Hours

10

Mobile gaming companies are 1.7X faster at responding than console gaming companies

On average, mobile gaming companies are the fastest responders to customer service emails with an average response time of **1.1 days**. VR/AR gaming companies respond in **1.6 days**, PC gaming companies in **1.9 days**, social gaming in **2.9 days** and console gaming companies in **3.4 days**, on average.

Mobile gaming companies too have the best SPI scores, with an average of **53.8**. This follows PC (**52.8**), VR/AR (**51.3**), social (**51.1**) and console (**46.9**) Gaming companies.

This signals that the newer companies to the market have prioritized the customer experience more so than the legacy companies that got away with providing mediocre support for decades.



MOBILE GAMING



SPI: 53.8
Response Time: 1.1



VR/AR GAMING

SPI: 51.3
Response Time: 1.6



PC GAMING

SPI: 52.8
Response Time: 1.9



SOCIAL GAMING

SPI: 51.1
Response Time: 2.9



CONSOLE GAMING

SPI: 46.9
Response Time: 3.4

*Response Times are in Days



Mobile Gaming Leaderboard



| Company | ↓ SPI |
|---------------|-------|
| gumi | 81.0 |
| GameClub. | 79.3 |
| gato. game | 76.5 |



VR/AR Gaming Leaderboard



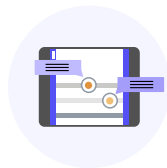
| Company | ↓ SPI |
|-----------------------|-------|
| GGTECH | 76.9 |
| INFOCOM | 76.7 |
| MURKA time to play | 75.8 |



PC Gaming Leaderboard



| Company | ↓ SPI |
|---------------|-------|
| 2K | 78.2 |
| gato. game | 76.5 |
| PLAYCORP | 76.0 |



Social Gaming Leaderboard



| Company | ↓ SPI |
|---------|-------|
| gumi | 81.0 |
| gameU | 80.1 |
| KAND | 73.6 |



Console Gaming Leaderboard



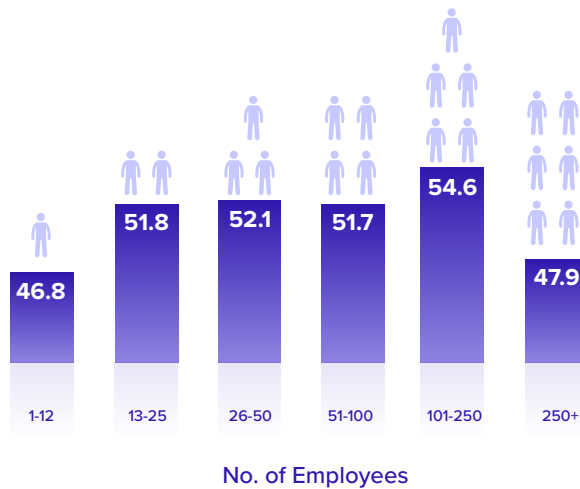
| Company | ↓ SPI |
|--------------|-------|
| 2K | 78.2 |
| PLAYCORP | 76.0 |
| THUNDERLOTUS | 74.5 |

11

There is no correlation between the size of a company and the availability and quality of email support

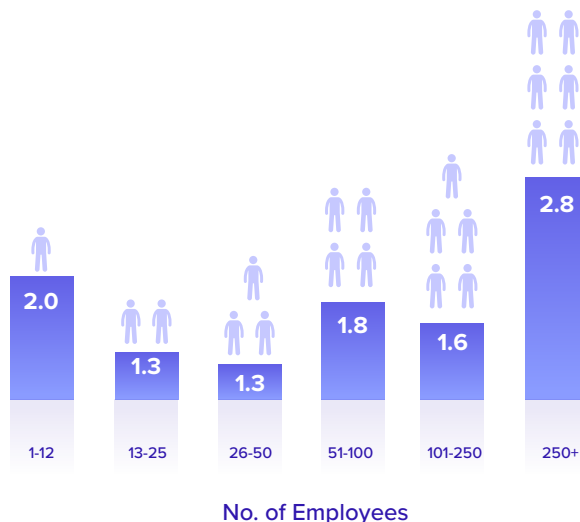
It would be easy to assume that the companies with the deepest pockets, highest revenue and most employees would have the resources and will to prioritize the customer experience. Interestingly, the largest companies in terms of employee size performed relatively similar to the smallest companies: companies with 250+ employees had an SPI of **47.9** while companies with less than 12 employees had an average SPI of **46.8**. Mid-size companies, with 100-250 employees, provided the best overall email support, with an average SPI of **54.6**.

Interestingly, mid-size companies with 26-50 employees were the fastest responders with an average response time of just over **1 day**. The largest companies by employees were the slowest responders, with an average delay of nearly **3 days**.



Average SPI Score

● Support Performance Index



Average Response Time (days)

● Response Times

Conclusion

Our **State of Customer Service - Gaming** report revealed that gaming companies are falling short when it comes to offering meaningful support on the most preferred digital support channel: email. Gamers are notoriously loud - quick to complain amongst peers and online when something doesn't meet their expectations. Whether its bugs in a game, hacked accounts, missing rewards or account assistance, gamers expect quick and convenient support.

Increasingly, gaming companies are looking to resolve issues within the game itself on chat widgets using AI-powered bots. This is a great step in providing convenient, effortless experiences. However, email is a near universal habit, readily available across devices and offers even more convenience as it doesn't require a gamer to engage in a real-time interaction with an agent. Because of these reasons, the importance of email as a support channel is not going to waver for many years. High-quality, meaningful resolutions need to be available across channels to provide the optimal customer experience.

Providing good customer service to gamers, though, is challenging. Gamers require special treatment. They are immensely passionate and want empathy for their situation. Furthermore, there are many (expected and unexpected) surges in ticket volume with product releases, as new bugs are discovered, etc. This results in often long resolution times. The agony of wait times is amplified with the instant-gratification demands of gamers, especially when it comes to engaging with a new release.

Scaling the support gamers expect is costly. This is only magnified by the fact that gaming companies have a global customer base. Staffing human support agents to provide 24/7/365 coverage who support multiple languages is cost-prohibitive for just about any company. Today, AI platforms like Netomi have advanced Natural Language Understanding and Machine Learning that give AI systems the ability to comprehend the complex intent and nuanced meaning of email exchanges. engines that can accurately understand multiple intents within an email and automatically resolve simple queries. In this study, if these gaming companies leveraged an email bot, AI would manage the repeatable, everyday questions freeing up human agents to provide more meaningful support to unique questions like the one in our study. Furthermore, we identified that email support is a historically difficult channel, but with the power of AI, more gaming companies can open their doors to customers that want to communicate over email.



About Netomi

Netomi is an AI platform for customer service that allows businesses to activate, manage, and train AI to automatically resolve tickets, enhance agent productivity and provide a world-class customer experience. It's a channel-agnostic platform that multiplies a company's workforce by giving valuable time back to support agents, and delights their customers with faster resolutions. Backed by Index Ventures and Y Combinator, Netomi has offices in Silicon Valley, New York and India.

Let's improve your email customer experience and delight your customers.

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