

iWin.com Lowers Cost of Support with Customer Self-Service

CUSTOMER SUCCESS STORY

Challenge

- ✓ Keep subscribers playing iWin.com games by giving them access to around-the-clock support resources

Results

- ✓ iWin.com subscribers doubled, but the company only added one new customer care rep
- ✓ Ticket response times improved from 1 to 2 weeks to only a few hours
- ✓ An increasing ratio of self-help views to tickets keeps support costs down

Snapshot

Organization: iWin.com
Industry: Gaming
Location: San Francisco, CA
Website: www.iwin.com
Customer Since: 2007

We want support to be as prompt as possible. If subscribers have a good experience, then they'll continue playing with us. Out of more than five million subscribers, the number contacting support is well under one percent.
Director of Customer Care



5.6 Million Subscribers per Month

At iWin.com, you can run your own business, search for a buried treasure, or design your own lavish hotel room – just a few of the adventures that increasing numbers of casual gamers enjoy via the site.

iWin.com is one of the leading casual game portals, reaching about 5.6 million unique visitors every month from all over the world. The site offers more than 700 different free and fee-based games.

Free games at iWin.com are offered in exchange for delivering targeted, relevant and compelling in-game advertising. For that reason, revenue depends on keeping gaming customers playing without interruption.

The company's customer care team continuously works to keep gamers playing by troubleshooting common issues such as subscriptions, download questions, billing and game play.

A Hosted, Scalable Service Software

At any time of day or night, iWin.com customers are online playing games. Yet, the company doesn't staff customer care representatives around-the-clock. In the face of sales quickly outgrowing support capabilities, David Schroeder, director of customer care, recognized the need for continuous self-service support.

"Quality support helps us grow our base of subscribers and reduce churn, which helps the bottom line," he said. "With a glorified email system, it took many days to respond to the majority of tickets, leading some customers to submit duplicate tickets."

Schroeder's team compared more than a dozen different support software vendors through a formal request-for-information process. After narrowing those down to a short list of three, they chose Parature Customer Service™ software for its software-as-a-service (SaaS) delivery, flexibility and reporting.

"We wanted a hosted solution," Schroeder said. "With a truly hosted software solution, we have no other IT costs and it meant we could have home-based and international agents."

The software provides the scalability to roll out various functionalities at the company's own pace. Plus, iWin.com can customize its support portal to match its site to current game offerings.

Rich, Self-Help Knowledgebase

iWin.com rolled out several Parature modules – Parature Ticket™, Parature Portal™, Parature Knowledgebase™ and Parature Report™ – all in one tightly integrated software suite. When subscribers access iWin.com's Customer Support Center, supported by Parature Portal, they find a variety of resources to help them help themselves.

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The customer care team maintains a rich, updated mix of resources for portal visitors through Parature Knowledgebase. On the welcome page, an introductory video guides subscribers in how to use the support center.

They can search by keyword, browse a library of articles and how-to videos, or submit a ticket. At times, CSRs push out specific videos in response to ticket inquiries. A testament to its popularity, one video has been viewed 116,000 times in just the past year.

"The use of video helps our users understand our instructions more clearly and reduces incoming tickets or minimizes the dialogue in the ticket conversation," Schroeder said.

Increasing Self-Service Use

With Parature Report, iWin.com's customer care team pulls extensive metrics on self-service traffic and tickets. They know the type of self-service content that subscribers access most; overall ticket volumes; ticket volume by time, agent, or specific games; and response times, among other metrics.

"If we don't have metrics, we don't know where we've been or where we're headed," Schroeder said. "Parature reports help me with things like staffing forecasting."

Of particular interest – page views in the portal and knowledgebase articles relative to overall tickets. Each week, the team tries to raise that number.

For example, in a given week, the portal saw more than 19,000 article views compared to just 2,391 tickets. The more subscribers turn to the support portal for answers, the lower the cost of service for the customer care team. Despite a doubling of subscribers, iWin.com only added one new customer care representative.

As a result, response time also improved. Instead of waiting one to two weeks for an answer, subscribers find answers within a few minutes, or a few hours at most – if they need to submit a ticket.

iWin plans to roll out "in-game" support to many subscribers. Already, iWin allows subscribers playing its Hotel iWin game to open tickets while immersed in the game. As subscribers play, they can click on a question mark right within the game to get the help they need.

"We want support to be as prompt as possible," Schroeder said. "If subscribers have a good experience, then they'll continue playing with us. Out of more than five million subscribers, the number contacting support is well under one percent."

ABOUT PARATURE

Parature, the leader in on-demand customer service software, makes it possible for any business to leverage the Internet to provide outstanding customer service. The company's software-as-a-service (SaaS) delivery and integrated, intuitive design enables organizations to better and more efficiently serve, support, engage with and retain customers in today's Web world. Founded in 2000, Parature received the 2007 and 2008 Product of the Year Award from *Customer Interaction Solutions* magazine and has been named to the *Inc. 5000* list of Fastest Growing Private Companies in America. Parature has been named to both the *Washington Business Journal's* list of Best Places to Work and *The Washingtonian's* list of Great Places to Work. Headquartered in Vienna, Virginia, Parature is at work in organizations of all types and sizes, and helps support millions of end users worldwide.

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