

# IGN Entertainment Holds Staff Steady with 92 Percent of Customers Seeking Self-Service

CUSTOMER SUCCESS STORY

## Challenge

- ✓ Maintain a high level of service without costly staff additions

## Results

- ✓ Self-service has grown to 92% of all inquiries
- ✓ IGN resolves 57% of logged tickets with auto-responders
- ✓ IGN would need to double its staff to maintain current service levels, without Parature

## Snapshot

Organization: IGN  
Industry: Gaming  
Location: Brisbane, CA  
Website: [www.ign.com](http://www.ign.com)  
Customer Since: 2005

*"Simply put, Parature is 50% of my work force. With Parature, I am able to utilize fewer CSRs, keeping my staffing budget low."*

Senior Manager, Customer Service, IGN Entertainment



## Tens of Millions Visitors Monthly

In the U.S. alone, computer and videogame software sales topped \$11.7 billion in 2008. In this hot market, millions of devoted gaming fans are online looking for the latest content, news and tips to enrich the gaming experience – and many of them are going to IGN Entertainment sites.

A unit of Fox Interactive Media, Inc., IGN is a leading Internet media and services provider, bringing news, reviews, videos, previews and forums to videogame and entertainment enthusiasts. In fact, IGN sites attract one of the largest concentrated audiences of young males online.

In a given month, tens of millions of unique users visit one of IGN's targeted sites, which include IGN.com, GameSpy.com, Direct2Drive.com and AskMen.com. Across all sites, the company's customer service department fields 12,000 support inquiries every month, from login questions to help finding specific content.

## 'Unbelievable' Interaction with Parature

With site traffic and inquiries increasing year over year, IGN's customer service team outgrew its previous approach. End-users would simply fill out a form online, which kicked off an email to the team.

"A person had to answer every email," said Chris Henderson, senior manager, customer service, IGN Entertainment. "The tipping point was a large beta release where we had more than 9,000 email requests in three days. That was when I knew we needed help."

Because 95 percent of all questions are redundant, Henderson knew her team needed to give end users direct access to the answers they needed – without having to contact support. She interviewed multiple customer support software providers and was impressed with both the technology and the people behind Parature.

"When I was making my inquiries, the interaction with the Parature team was unbelievable," she said. "They were so friendly, informative and welcoming that it felt right compared to the experience with other vendors."

Parature Customer Service™ software stood out for its ease of use, self-service features and multi-language capabilities. Additionally, Henderson appreciated the simplicity of customizing the look of each self-service support portal to match the theme or current game release. With other solutions, IGN would only have been able to match colors.

"If a huge game is our focus, the ability to modify our support to represent that graphically is essential," Henderson said. "Parature software allows our support to stay in line with our businesses."

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## 12 Customized Support Portals

From one backend, IGN supports 12 different self-service portals, each customized and changed regularly based on the audience and the site's theme. "It's great to have the level of flexibility and control we have with Parature," she said.

Approximately 200,000 end users access the support portals every month. Through the Parature Knowledgebase™ module connected to the portal, they find articles, FAQs, graphics and videos to help them answer their questions on their own. Over time, as IGN has learned what end users want and need, the volume of those accessing self-service has grown to an impressive 92 percent of all inquiries.

When end users do log a support request, IGN resolves 57 percent of tickets with auto-responders through the Parature system. All tickets are logged via the Parature Ticket™ module, which manages automated customer notifications, as well as automated routing and alerts to team members when an inquiry remains open a certain amount of time.

Henderson easily accesses such valuable metrics through Parature Report™. Weekly, she looks at customer service rep (CSR) history to understand volume per person, the actions taken and types of issues. In response, she identifies training or knowledgebase opportunities to improve the numbers.

"We're the type of obsessive-compulsives that can't stand to see one customer unhappy, and that goes for my entire division," she said. "My team and I are always looking for ways to improve."

## Fewer CSRs

Parature empowers the team to maintain a high level of customer service, even during high traffic volumes that come with major game releases. To achieve an equivalent quality of service without Parature, Henderson estimates that she would need to double her team of 10 CSRs. The software also allows CSRs to focus on customer inquiries that require a more hands-on approach.

"Simply put, Parature is 50 percent of my work force," she said. "With Parature, I am able to utilize fewer CSRs, keeping my staffing budget low."

"I'm such a fan of Parature and so happy to be their client – they are the vendor that I respect the most in my day-to-day activities," Henderson added. "Parature enables us to manage all of our support needs in one integrated suite."

## 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.

For more information, visit [www.parature.com](http://www.parature.com).