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mmoToday

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Bad GM

Player: "So you think my power supply is overheating? How do I fix it?"

GM 1: "The best thing to do is to take it out of the case and put it into the freezer for eight hours."

Player: "Alright!"

GM 1: "Have a nice day!"

...eight hours later...

Player: "Hi, the last GM I talked to told me to put my power supply into the freezer, it's been 8 hours, what do I do now?"

GM 2: ☹

Welcome

To the August edition of **mmoToday!**

Although we've been quiet lately, we have not been idle. Quite a few projects that have been in the works are coming to fruition, and we're excited to share these new developments with you in this issue of **mmoToday!**

Deflection – Your Best Friend

We often liken ourselves to Dentists. The Dentist's job is to rid, or even better, prevent, tooth decay and gum disease. Basically by doing a better and better job, constantly improving on technique and process, the Dentist works persistently to the day that he has no job. At least that's his goal. In the end, problems in our collective mouths, actually feed his.

Our support organization very much parallels this path. While more CS requests actually increase our load and thus our potential gross income, we feel that we are much more than just ticket grinders. Our job is to constantly preen, modify and improve upon our technique so that the CS organization is at its most efficient. Taking care to always ensure that quality never suffers and that the customer leaves with a positive vibe is paramount.

Deflection of tickets, petitions and chats are the cornerstone to an efficient and economical support model. Here are some key points when considering deflection:

1. Knowledgebase Integration – Strategic placement of the KB is critical
2. AI/Auto-Response – when possible build AI in your KB that will search the body of the text and provide the top 3 FAQs that match keywords back to the customer

In This Issue

■ **Gods and Heroes**

■ **Spinmaster Ltd,**

■ **South Peak Interactive**

■ **Austin GDC**

QUICK TIPS

- 1) **Make sure your agents are having fun – Don't forget why you got into this industry in the first place, and remember that's the place they're coming from. Game time incentives, off hours tournaments, and free subscriptions can all help to keep the game in the agent.**
- 2) **Paperwork is in the past – There are plenty of tools out there (many of them free) to ensure you can run a paperless office. Take advantage of them and save time and money!**

MMO FOCUS – Terminology

Add: Usually used when pulling, use of this word indicates that more than one mob has aggroed. Also sometimes used when an additional mob (or mobs) joins a fight already in progress, usually through bad positioning or an unexpected spawn.

Pop: Used to describe the process of a mob spawning. Often to notify the group specifically when a rare mob that is being camped for spawns, or when a mob unexpectedly spawns during a fight already in progress and threatens to be an add.

3. The "bail-out" – Allow customers to cancel their filed requests or petitions. Often times they will find the answer on their own.

These are just a few of our recommendations to help you get the very best out of your best friend – deflection. ☺

Gods and Heroes

Perpetual Entertainment has announced their decision to employ Game Center Group's support management services for their highly anticipated MMO, *Gods and Heroes: Rome Rising*. With a team made up of passionate, informed gamers, Game Center Group will provide end-to-end Customer Relationship Management (CRM) services (including knowledge base management, technical, account/billing, and in-game support) for *Gods & Heroes: Rome Rising*

[Press Release](#)

Spinmaster Ltd

One of the fastest growing toy companies in the world has employed Game Center Group's expertise in developing the Knowledge Base for their newly released Collectable Card /Video Game hybrid, *Swypeout*.

[Read More at gamecentergroup.com](#)

South Peak Interactive, LLC

With the recent release of *Two Worlds* in Germany, and the upcoming release of *Two Worlds* domestically, South Peak Interactive has asked Game Center Group to provide a CS solution for their epic swords and sorcery game.

[Read More at gamecentergroup.com](#)

Austin Game Developers Conference

Founder and CEO of Game Center Group, Scott Mattson, will be speaking at the Austin GDC this coming September. Always a crowd favorite, Scott will be discussing VOIP Technology in MMO support. He will be doing a live demonstration of VOIP/Unified Messaging technology.

Be sure to sign up early for this leading edge demo and panel!

[Read more at the Austin Game Developers Conference](#)

In the Next Issue....

Support Series Interview –
the first in a 3 part series
interview with Merv Lee
Kwai, E-support Director at
Game Center Group.

**Game Center Group KB
Portal**

**Unified Messaging
Capabilities – Why it
matters.**

“We Don’t Make The Games, We Make The Games Better”

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