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January 2008 Issue



mmoToday

Online Service | Best Practice



New! Game Center Group Support Portal – Knowledgebase, Ticketing, Chat and more all [here](#)

Bad GM

GM: Uh, Mr. Supervisor, uh, you need to come here and see this.

Supervisor: What the hell is *that*?

GM: It's a space station.

Supervisor: What's it doing on the *ground*?

GM: GM-Ted teleported it there.

Supervisor: He what? Can you put it back?

GM: I tried, but I think it's totally broke.

Supervisor: *sigh*

I'll call development.

Welcome

To the January edition of **mmoToday**!

This month, we continue our interview with our E-Support Director Merv Lee Kwai III. We also take a closer look at our E-Support Portal, anti-aging experiments, why templates are inefficient, and other wonderful things.

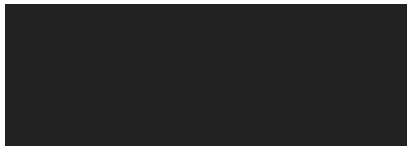
In other news, San Diego continues to have beautiful, warm weather.

Live Gamer Partners with Game Center Group

Emerging virtual trader Live Gamer has turned to Game Center Group for CRM, consultation, telephone support and knowledge management specialization. Live Gamer, boasting the first enterprise virtual trading platform that provides player-to-player exchanges has chosen Game Center Group (GCG) as their preferred service provider to head their live support network.

CRM Technology

Today we're going to take a closer look at our hosted CRM service, what it can do, and how it works.



This Months Issue:

- CRM Tech Piece
- Off The Beaten Path
- Interview with Merv Lee Kwai- Part II
- Templates and You
- Multiplicity

QUICK TIPS

Looking for some extra cash to do fun things for your employees? Institute a swear jar! Knowing the customer service industry, you could take your guys out for mini-golf every other week!

MMO FOCUS – Musings

PST: Please Send Tell. Normally used when requesting services in public chat. “Selling Greatsword, 50gold, PST.”

Important note: PST does NOT stand for pssst. Doing so will bring accusations of being a n00b.

Our tool is a complete package – it includes chat, ticketing, email routing, and several takes on a knowledgebase (including RSS feeds). Most of these are customizable; with the ability to modify their functionality or remove their access (if for some reason you didn’t want chat, for example). We can also customize the site’s appearance, skinning it to evoke your company branding schema or your company’s product.

[\(more\)](#)

Interview With Merv Lee Kwai, E-Support Director (Part 2)

How would you describe Game Center Group’s corporate culture? What’s your role in influencing it?

Well, I really think that Game Center Group’s corporate culture is a hybrid of sorts and can be broken into a couple main visible sections: positive approach or GCG attitude as we like to call it, the presentation of a unified front and our gaming backgrounds.

One of the things we try to instill into all members of our organization is the “GCG Attitude.” This concept is highly comprised of being a real, tangible person to each and every customer. In our age of technology, we believe it’s refreshing to actually see a genuine smile or hear friendly, intelligible conversation while our agents work to resolve your problems. We try to convey that smile through all channels of support and do our best to positively influence a customer’s day past the 6 minutes they’re in contact with us. In that light, we like to present ourselves uniformly so that regardless of the customer’s entry point, they’ll receive the same quality answer.

You’ll hear a lot of gaming companies claim to come from a “gaming centric background.” We say that as well, but we really mean it. It’s important for an agent to always understand the language of the gaming customer – which, in this day and age, is somewhat cryptic to outsiders. During our interview process we do our best to ensure that each employee of Game Center Group could pretty much tear you up in a game of Halo, or can two-box heal a 25-man encounter.

What’s your stance on quality vs quantity? In the Customer Service industry we all make sacrifices to meet our SLAs, where do you draw the line?

It seems as of late that quantity in general has tipped the scales when weighed against quality specifically for customer support in the gaming industry.

[\(more\)](#)

Off the Beaten Path

Here we have a new addition to our newsletter, “Off the Beaten Path,” where we take a look at interesting or off the wall stories that we’ve seen in the news recently. A little fun to break up our busy days.

This month we bring you advances in science that promise to extend our lives. Both the medical community and the scientific community are beginning to look at ageing in a different way – not as something irrevocable and inevitable, but as a disease, something that can be cured. New research by Harvard Medical suggests that compounds derived from red wine may hold the secret to significantly extending life and the quality of life.

So read on, and enjoy the exciting times ahead:

[Reservatrol Article](#)

[Reservatrol Videos](#)

Templates and You

Customer Relationship Management (CRM) is a hub of sorts that is used to manage all servicing interactions and feedback between you and your clients. As such, your support team is an extremely vital gear in the machine that makes up your overall productivity, and in effect, they determine the success of it. In that light, how your company thrives in this arena largely depends on the effectiveness of the methods used in your approach of support. A large part of this approach has to do with how your agents are trained to handle your clients. Thus, we come to standard responses and their general inefficiency.

“Canned responses”, as they are more commonly referred to, are predetermined responses to the most common questions. A canned response’s primary function is to reduce a ticket response time, but in

fact by using it, it's far too easy to produce a lack of empathy that translates into disrespect and disregard to the customer. Many managers encourage or require their employees to utilize canned responses in order to speed up output of workflow. The sole positive outcome of this practice entails time-efficient responses, which are always nice and constantly on the boss's mind. This keeps the tickets rolling out near as quickly as they come in. However, these quick response times come at a steep price, as countless frustrated customers will attest to.

Though response time is a big part of the support scope, it's definitely not the whole picture and a mistake to focus on this one aspect.

[\(more\)](#)

Multiplicity

Game Center Group believes in multiplicity and a synergistic work environment. While these are fairly cliché business terms, we actually do live them - in fact, our business model depends on it.

One of the primary reasons Game Center Group is able to offer such competitive pricing is the way we leverage our resources. Our GSRs are trained across all the products we support, so that we can best optimize their time, reducing management costs and overhead. Because each person is knowledgeable about each process...

[\(more\)](#)

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

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