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November 2007 Issue



# mmoToday

Online Service | Best Practice

## Update

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

### Bad GM

Player: I'm so tired of this crap! My ^\*\$#\$ weapon is bugged again!

GM: I'm sorry that you are so tired of this crap and that your ^\*\$#\$ weapon is bugged again! Please submit a bug report. Have a good day!

Supervisor: \*cries\*

### ***This Months Issue:***

■ Top 10 Questions

■ Small Business Outsourcing

■ Interview with Merv Lee Kwai

QUICK TIPS

### Welcome

To the November edition of **mmoToday!**

In this edition we're pleased to present an interview with our Director of E-Support, Merv Lee Kwai. We also discuss important questions to ask potential outsourcers, and a little tidbit about small businesses and outsourcing.

### Top 10 Questions to Ask Your Outsourcer

Top ten questions for your outsourcer

1. *What do you need from me to make this venture successful?*

By and large, an outsource group is not a fire and forget subcontractor. The outsource group you choose will need an investment on your part beyond simply the financial. It is important to know what these other investitures will be, whether heads on your side for management or QA purposes, escalation paths, training, travel times, or any other sundry requirements. This can add a not insignificant hidden overhead component to their bid for your business, so be sure to get a good feel for what they'll be needing beforehand.

2. *What is your company's average churn rate?*

Churn rate directly affects your bottom line and customer satisfaction

- 1) **Simplify your processes, and provide a united front. The more integrated your customer service tools are, the quicker and more focused your agents will be.**
  
- 2) **Keep your agents flexible. Don't let them get into a rut, switch up their responsibilities from time to time. This will keep them engaged and better prepared to switch tasks/processes when the unexpected happens.**

#### **MMO FOCUS – Musings**

**QQ:** Literally – “Cry more, noob.” Usually used derisively against accusations of cheating, or on the forums as a response to a class's response to a nerf. If you look closely, it looks like two eyes with tears coming out.

**Twisting:** Originally used in reference to how good Bards would use their songs in Everquest. By being quick on the keyboard, a Bard could twist together three and sometimes four songs and have them active simultaneously. Currently used with regard to Shaman Totems in order to get two elemental buffs of the same type (normally not possible).

ratings. A high churn rate is going to cost training time (time where 'your' agents are not working and being productive, and could impact you more directly if you end up responsible for agent training), can result in periods where the center is understaffed, can result in periods where green agents significantly outnumber veteran agents (which directly affects customer satisfaction) and most importantly, can be a symptom of an underlying management problem within the outsource group.

3. *Can you provide me with a few names that you've previously outsourced for?*

[More here...](#)

### **Small Business Outsourcing**

Outsourcing isn't just for the big dogs these days. Small businesses, perhaps surprisingly, have much to gain from the outsourcing boom that has emerged in the past few years. There are lots of companies out there that cater specifically to smaller businesses looking to reduce their overhead. Because a successful outsourcing business model generally depends on economies of scale, you might think that your small business wouldn't be qualified to play, or that if you did, you wouldn't save anything over just employing those services in-house.

This train of thought might have been true in the first burgeoning days of globalization, but thankfully is not true today. Game Center Group, for example, has quite a few smaller business clients, who are able to save a lot on overhead and staffing support, simply because we're experts at the customer support game. They don't have to invest in reinventing the wheel, in management costs, in HR support, and can focus on the things they do best.

As a small business ourselves, we know how much each penny counts. We also know the importance of focus. Each minute and each dollar you invest in something that is not part of your core business, whether it be HR, Customer Service, IT, etc, is a minute and a dollar that you lose investing in your product.

So remember, in the outsourcing business, size doesn't matter. Take a look at your company and your needs, and if there are things that don't count as a core competency, think about what you might save by outsourcing it – your bottom line will thank you later.

## **Interview with Merv Lee Kwai, e-Support Director**

**So tell us a little about your history, where you got your customer service experience.**

My customer support experience pretty much comes from two separate industries. My first job was in the customer support industry working for an up-scale burger joint ensuring that guests were satisfied with their menu selections – I know, I know, glorifying. Things changed rapidly, however, as I was immersed in the corporate culture of online support through Sony Online Entertainment. I supplemented my corporate training with classes from organizations like the Support and Service Professional’s Association (SSPA) to arrive at the best practices I openly use today. I’d have to say that the bulk of my experience comes from a project management perspective. On the other hand, I’d like to think that I have solid inter-personal skills and a keen ability to handle and resolve conflict – maybe I should thank my parents for all those years of public education.

Simply put, I manage business so it’s attractive to the customer’s perspective while maintaining budget efficiency – after all, I’m the toughest customer I know.

**What's your approach to Customer Service? Could you tell us something about your philosophy, your point of view?**

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