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2025 TSIA STAR Awards
Featured Application

Alienware Elite Care

Alienware Elite Care redefines gamer support, tackling industry challenges to deliver a tailored experience for gaming enthusiasts. Through continuous feedback from our highly engaged gaming advisory council, [Alienware Arena's](#) 13-million-strong community, the [Alienware subreddit](#) 90K members, and insights from Alienware PC creators, we identified support gaps gamers consistently encounter. First, gamers expressed frustration with generic support that falls short when dealing with high-performance setups or gaming-specific needs. Second, customers wanted an Alienware-branded service that matches the brand's world-class reputation for quality and innovation.



What We Did

With these data-driven insights, we launched [Alienware Elite Care](#) in January 2025 to transform standard support into gamer-centric support. While others in the industry have opted to strip down features for gamers, we chose to innovate and elevate. The result is **Alienware Elite Care** — the most comprehensive gaming support service on the market.*

*Based on internal analysis, April 2025.

What makes Alienware Elite Care innovative and gamer-centric?

GAMERS ARE DIVERSE, SO ALIENWARE ELITE CARE ADAPTS TO THE NEEDS OF EVERY PLAYER.

- **Enthusiast Gamers** are among the most knowledgeable PC owners, but even the savviest players face technical challenges. That's where we come in. Whether it's diagnosing complex issues, fine-tuning performance for peak efficiency, or configuring settings for ultra-smooth gameplay, specialized support is available to help unlock a rig's full potential.
- **Everyday Gamers** can enjoy expert-led game play optimizations and setups, saving precious time to focus on what matters – playing.
- **Parents of Gamers** can count on 24/7 support that bridges the gap between them and their tech-savvy gamer children.

ACCESS TO OUR ELITE TRAINED SUPPORT AGENTS SETS US APART.

- **Extensive Training Programs:** By analyzing Alienware communities like Reddit and Discord, we learned customers prefer agents who are passionate gamers and experts in PC gaming performance optimization. In response, we created a global training program where 700+ agents gained specialized skills to support the gaming ecosystem, including partnerships with six peripheral manufacturers. The program features an 8-hour classroom component to ensure agents master gaming technologies and terminology.
- **Hardware Expertise:** Trained extensively on Alienware hardware and complex peripherals like cockpits and gaming wheels, these specialists support our customers' entire gaming ecosystem.
- **Gamer-centric Support:** From tackling screen tearing and boosting system performance to managing game-ready driver installations, they go beyond the limits of standard tech support.

ALIENWARE ELITE CARE DELIVERS INNOVATIVE COMPREHENSIVE CARE.

- **SupportAssist:** Is our pre-installed smart technology designed to proactively identify and resolve system issues. It removes viruses and malware, restores lost files, and optimizes performance, stability, and network connectivity. Currently, more than 90% of Alienware PC users have the latest version running on their PCs.
- **Extended Battery Service:** Included on notebooks, gamers are eligible for one Alienware-certified battery replacement across the service contract life if their battery fails.
- **Accident Coverage:** Get fast and reliable repairs due to drops, spills, and electrical surges.
- **Worldwide Service:** International support ensures gamers can travel or work globally.
- **Parental Support:** We'll set up parental controls, creating a safety net for online gaming. Plus, our 24/7 agents handle gaming questions beyond parents' expertise, easing their burden.

By focusing on specialized expertise, premium features, and unmatched customer care, Alienware Elite Care sets a new innovative and creative standard for service in the gaming industry.

To see the full list of service disclaimers, [click here](#).



I'm super excited about [Alienware Elite Care] as well because I think one of [Alienware's] strengths is your support structure, and I feel gamers generally are not getting the best support that they should be, but they're also the most demanding customers. So by having a differentiated and extremely unique support offering, I think [Alienware Services] are doing something special.

- Anshel Sag, SixFiveMedia

71

Available countries

725

Trained agents

4+

Contact channels

24x7

Access

Business Impact

ALIENWARE ELITE CARE DRIVES INCREASED CUSTOMER ENGAGEMENT

- **Improved Attach:** Since launch, Alienware Elite Care has driven a remarkable **3x increase** in support service attach rates on the Area-51 and Aurora product lines. Gamers are choosing this premium service because it delivers exactly what they need—24/7 access to top-tier agents, coverage for accidents, Extended Battery Service on notebooks, and integrated smart technology for quick issue resolution. It's so compelling that customers see it as essential.
- **One Brand Voice:** The Alienware community is exceptionally brand loyal. We needed to unite the support and hardware experience under one brand – Alienware. By aligning the launch of Alienware Elite Care with the return of the Area-51 PCs, the service story shared center stage and stands out as a key feature of the hardware.
- **Revitalizing Sales:** After a period of declining hardware sales and historically low service attach rates, Alienware Elite Care is introducing forward-thinking solutions to redefine gamer support. With top-tier agents who understand gamer needs, this service goes beyond standard tech support. The result? Customers wanting a holistic gaming experience view Alienware PCs paired with Alienware Elite Care as a top choice over do-it-yourself setups. By focusing on gamer-centric features and highly trained agents, Alienware Elite Care has tripled support services attach rates and boosted hardware sales, solidifying its role as a key differentiator.

6bps

Improvement in
online sentiment

3x

Attach rate growth
since launch

30sec

Approximate
wait time

95%

CSAT
actuals

My call with [Alienware Elite Care] went really well; I was quite surprised. The agent seemed to have lots of knowledge and didn't make me wait for trouble shooting steps. The agent was very quick to jump in and seemed to understand right away what the issue was. He was able to solve the issue in the first few minutes.

- **MogRules, Moderator of the Alienware Subreddit and Member of the gaming advisory council**

Customer Impact

ALIENWARE ELITE CARE DELIGHTS AND DELIVERS POSITIVE IMPACTS

Alienware Elite Care connects gamers with top-tier support agents who truly understand their language and unique needs, delivering unparalleled care. Since inception, we've delivered:

- **Customer Satisfaction:** Customer satisfaction (CSAT) increased by 60 basis points compared to Q4, with a year-over-year rise of over four percentage points. This success aligns with the Area-51 product launches, combining premium hardware with top-tier service to deliver an exceptional holistic ownership experience.
- **Call Handling:** Agents have maintained an average response time of **approximately 30 seconds**. They've resolved complex gaming cases in less than 35 minutes, while achieving a Service Level over 97% – the highest in recent history.
- **Customer Sentiment:** The launch of Alienware Elite Care has boosted online sentiment for the Alienware brand. Using the [SPRINKLR](#) social media tool, sentiment on platforms like Reddit and Discord is tracked by analyzing keywords categorized as Positive, Negative, or Neutral. The sentiment score, based on the difference between Positive and Negative mentions, **rose 6 basis points** after the launch, hitting a 52-week high. The community even celebrated with memes comparing the legacy offerings to the new Alienware Elite Care program.

Next Steps

Alienware Elite Care is dedicated to being customer-centric, evolving with the needs of gamers, keeping the support experience at the forefront. We're expanding agent expertise and our knowledge base to cover more gaming titles and offering enhanced support for specialized gaming peripherals. By actively engaging with online communities like Alienware Arena and Reddit, we're committed to listening, adapting, and staying agile to meet the ever-changing demands of the gaming community. The Alienware community's feedback drives us forward.



For more information, visit the
TSIA STAR Awards Winners Page