



Gaming & Entertainment



Europe

Global Gaming Leader Achieves 100% SLA Compliance with **AI-powered Support Optimization**

A leading European gaming company with millions of active users across multiple geographies aimed to elevate its customer support performance. The client needed to modernize its support infrastructure to meet the expectations of a fast-paced gaming audience, where delayed responses directly impact user loyalty and retention.

Highlights

- The client faced a surge in support tickets during new game launches, leading to slower responses and declining customer satisfaction.
- iOPEX implemented a CRM-driven ticket management framework with forecasting-based FTE optimization and automated workflows.
- The engagement delivered a 38% uplift in First Contact Resolution (FCR), greater consistency, and a measurable lift in player satisfaction across regions.

Business Challenge

The gaming company faced recurring performance bottlenecks across its support ecosystem. Each new game launch triggered an influx of player tickets, overwhelming agents and leading to slower response times. Without a dynamic ticket management system or a reliable forecasting model, resource allocation remained reactive rather than predictive.

The absence of process standardization and limited ticket visibility risked damaging customer sentiment and loyalty in an industry where support responsiveness defines retention.

Recognizing that traditional service models couldn't keep up with the scale and velocity of its growing player community, the company needed a solution that could bring structure, predictability, and intelligence to its operations. The goal was clear — turn support from a reactive function into a proactive, data-driven experience engine.

iOPEX Solution

iOPEX conducted a deep-dive operational assessment to identify optimization levers across people, process, and technology. The engagement focused on establishing a scalable and intelligent support ecosystem powered by CRM and data-driven workforce management.

Key Initiatives:

CRM Implementation & Customization

- Deployed **Zendesk CRM**, integrating all support channels under one interface for visibility and efficiency.
- Customized workflows for ticket routing, prioritization, and escalation based on product type and query category.

Intelligent FTE Forecasting & Workload Optimization

- Built forecasting models to determine the optimal number of agents required monthly.
- Balanced resource allocation across geographies to ensure consistent SLA compliance.

Process Standardization & Agent Enablement

- Designed a structured knowledge base with canned macros and templated responses for common issues.
- Conducted ongoing training and huddles to strengthen product knowledge and improve empathy-led communication.

Continuous Monitoring & Reporting Framework

- Introduced hourly lead reports and daily MIS dashboards for real-time visibility into ticket queues, resolution trends, and SLA adherence.
- Implemented automated prioritization of tickets based on wait times and customer profiles to ensure quick turnaround

Impact Delivered

The engagement redefined how the client managed player support across its gaming portfolio. iOPEX's CRM-led approach transformed the operation into an always-on, intelligence-driven support model that scaled seamlessly with business demand.

- **100% SLA compliance maintained** consistently across all quarters
- **38% improvement in First Contact Resolution (FCR)**, strengthening customer trust
- **Under 24-hour average response time**, setting a new industry benchmark
- **Streamlined global support** with optimized FTE allocation and lower operational overhead



About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation partner headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver *Intelligence as a Service*. Over 70 global brands trust iOPEX as a strategic partner to turn AI into results that scale. We help clients accelerate enterprise transformation without endless consulting cycles by embedding intelligence directly into workflows.

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