



# POWER TO THE PLAYER

PLAYER RELATIONS OFFICE

## Technology & AI at the heart of Player Support

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WARGAMING.NET  
LET'S BATTLE

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# Gaming is the largest category in entertainment

The Video Gaming Industry is estimated to be worth \$200.8 Billion by 2023; a 25% increase from 2020



**DID YOU  
KNOW?  
FUN FACTS**



The are more than  
**2.7 Billion**  
Gamers

There are more than 2.7 billion video gamers from all over the world



NewZoo, 2019



The Video Games Market is Worth  
**\$ 159.3 Billion**  
In 2020

The video games market is worth \$159.3 billion in 2020, up from \$152.1 billion in 2019



NewZoo, 2020



Gaming is now

**larger**

Both movie + music industries combined

Making gaming the major industry in entertainment



NewZoo, 2020



More than

**85%**

Of industry revenue comes from free-to-play game

More than 85% of total video game industry Revenue comes from free-to-play



Fortunly, 2020



COVID-19

**positively**

Impacted the industry

Lock downs had a direct correlation with playing times and gaming



Wargaming, 2020



**OUR VISION:**  
To make every  
player happy

**WHO ARE WE:** Wargaming is a developer and publisher of online games.

**OUR MISSION:** To deliver legendary online games. Globally. With passion.

**GLOBAL PLAYER SUPPORT:** Responsible for our players' journey and experience for any problem they may have.



# Our team is dispersed and mainly digital

We are spread across various locations and continents. We are digital as our players are digital.

- 8 locations
- 7 outsourcers
- 8.5million contacts in 2020
- We operate across email, social media and store reviews.



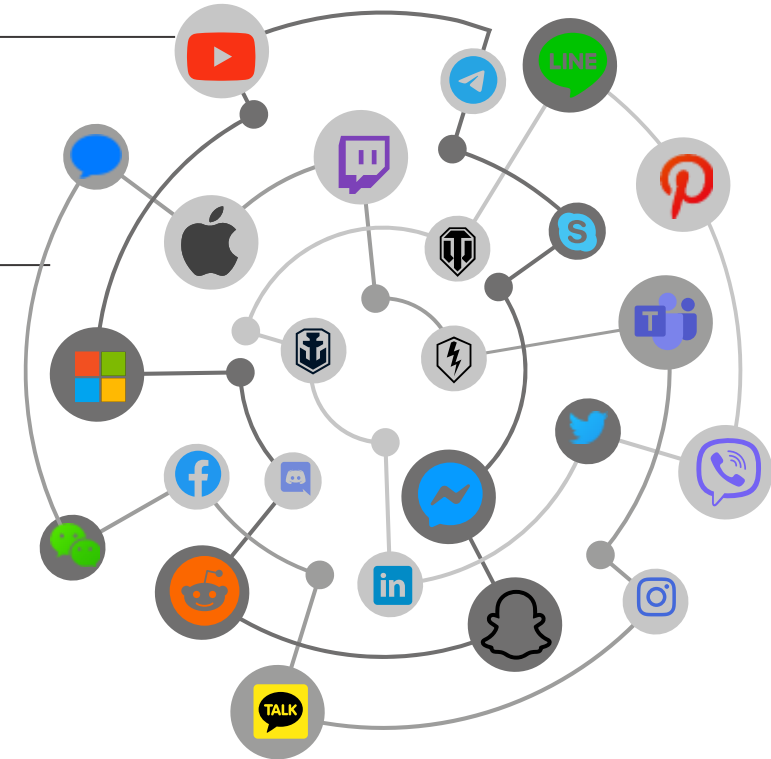
# Players around the globe have become more demanding

Gamers seek low effort, high impact interactions with support

**A gamer is not just served from their game publisher.**

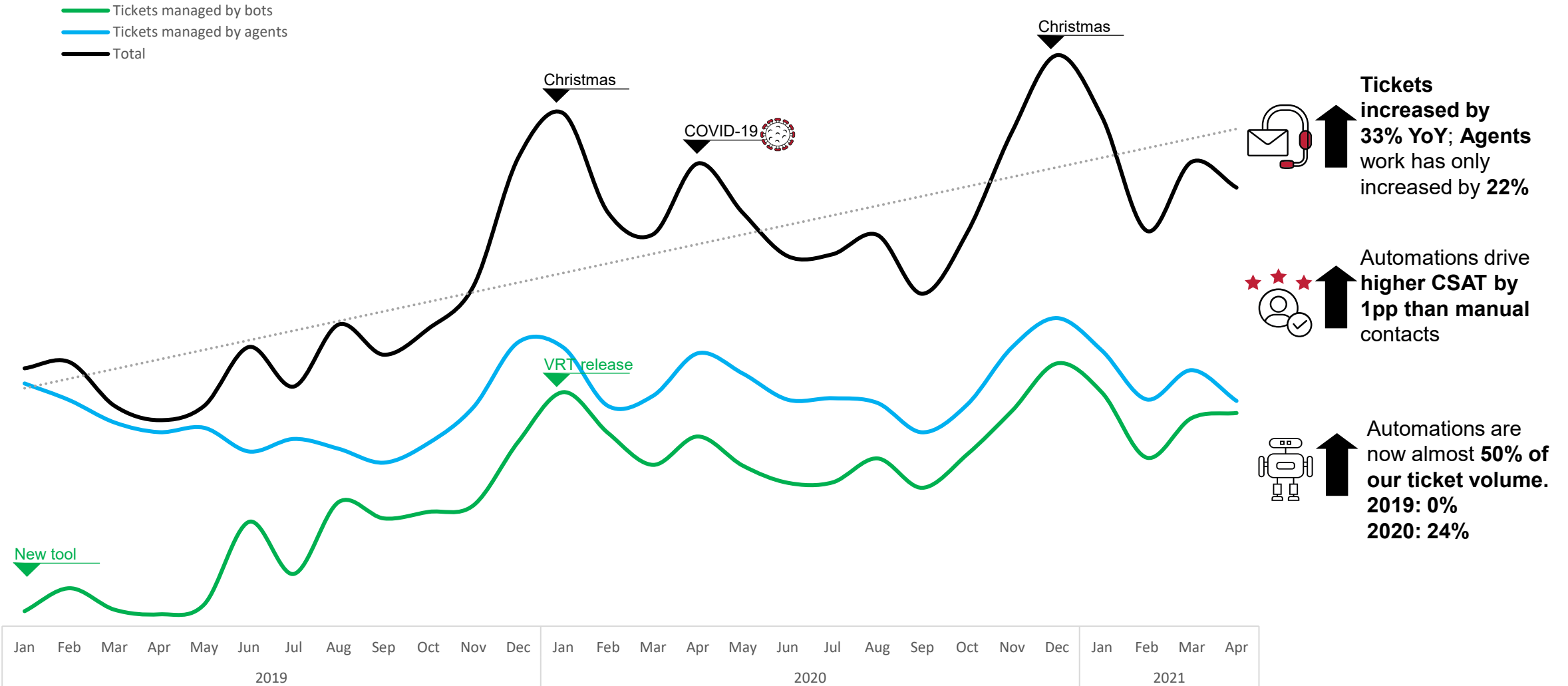
**Here are the top 5 trends of our players' expectations:**

1. They expect very short response times
2. They are active in online communities and forums that also serve as support centers, 24/7
3. They don't see the game as just a product but as an experience
4. They have more options to choose from
5. They no longer fit into a predictable category



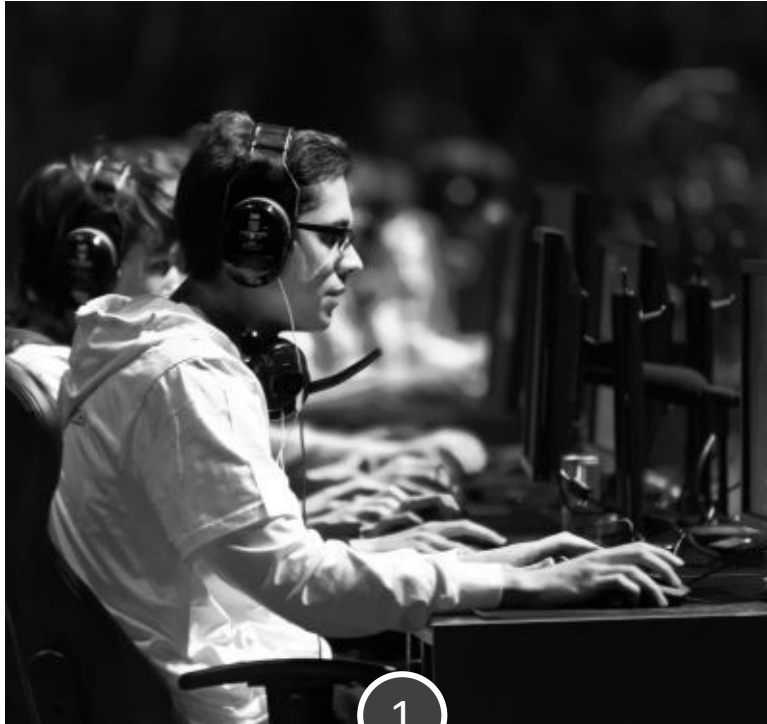
# We embraced technology and replaced 50% of our tickets in 2 years

Automations have helped us lower manual tickets and sustain good support during unprecedented times



# Our automations are based on 3 principles

What we base our current work and future improvements



1

Improve player's journey  
and grow self-service

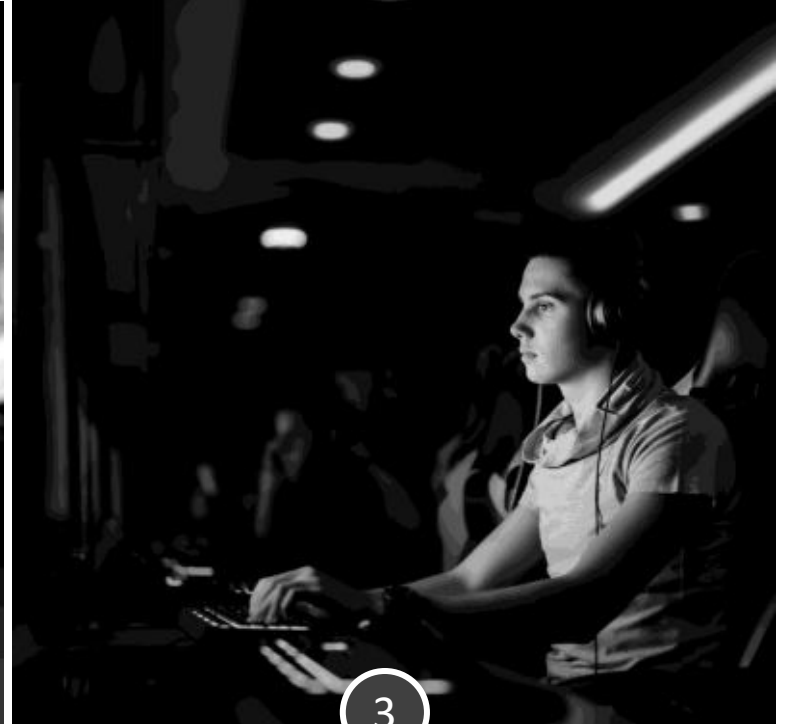
The VRT



2

Improve agent's journey  
and decrease ticket time

Custom Widgets



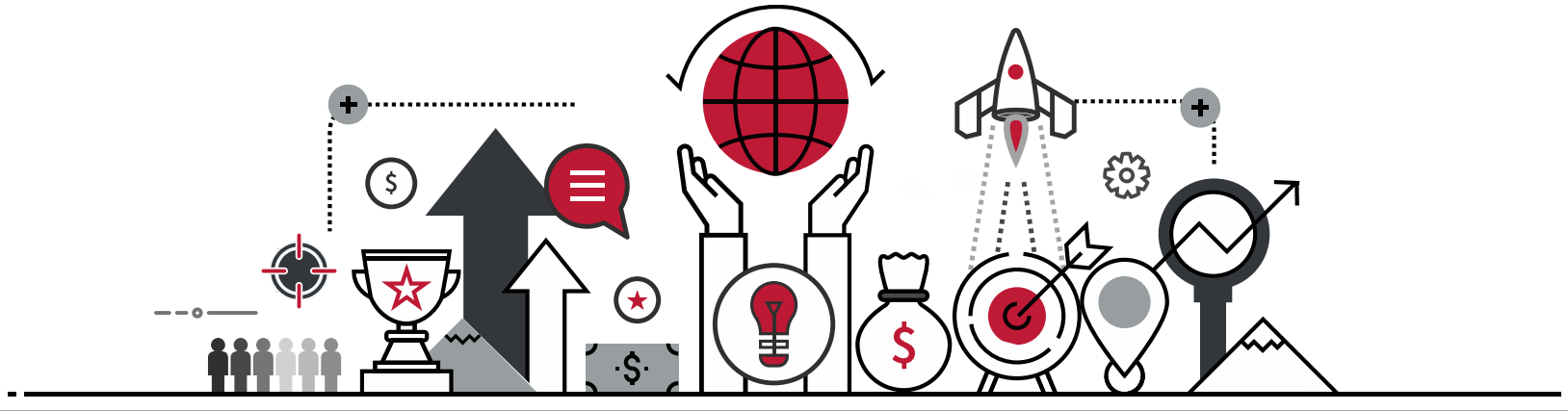
3

Intelligent handling

ML in toxicity

# More channels, more languages, stronger support!

The immediate future



- Expanding in more channels; Discord, whatsapp etc
- Proactive support
- Merging tools and platforms together
- Higher coverage using smart solutions
- Expanding to 2 more languages
- Use empathy above all





**Thank you!**

Elena Loucaidou

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