

Mobile game giant lifts player experience and retention with Information Mapped support content

Details

- Partner: Information Mapping International
 - Client region: Nordics
 - Client industry: Gaming
-

About the client

Our client is a well-known game company with very popular freemium mobile strategy games to its name. Their flagship game recently surpassed 500 million downloads and generated \$1 billion of revenue on in-game purchases.

Challenges

To create an optimal user experience, the company's Knowledge Managers and Support Teams work around the clock to support their players in all time zones. This happens over a myriad of communication channels such as social media, company communication channels and classic website FAQs.

Knowledge Managers produce the internal support content, and Support Teams assist the players. Because of the rapid working environment, the company soon discovered a need for more solid support processes and content. The Support Teams needed content that is well-structured, modular, user-oriented, and easily searchable.

Solution

The mobile game giant partnered with Information Mapping to implement a global standardised solution to write their support content. They chose to integrate the Information Mapping® Methodology in their support processes to establish a global standard for their Knowledge Managers.

15 staff were trained in the Information Mapping® Methodology. This means the Knowledge Managers now only produce support and other documentation according to one content standard. All their modular structured content is published on the company's content management system. The Support Teams then use this standardised content on the company and game websites, FAQs, social media and chat channels, and in emails.

Continued on next page

Mobile game giant lifts player experience and retention with Information Mapped support content, Continued

Result

The Support Teams can now quickly find the information they need and help millions of users every day in a clear, fast, and consistent way, no matter where they play in the world. This significantly enhances the player experience and results in high user satisfaction and long-time engagement with the games.

The gaming giant improved its support content by implementing the international and research-based [Information Mapping® Methodology](#).
