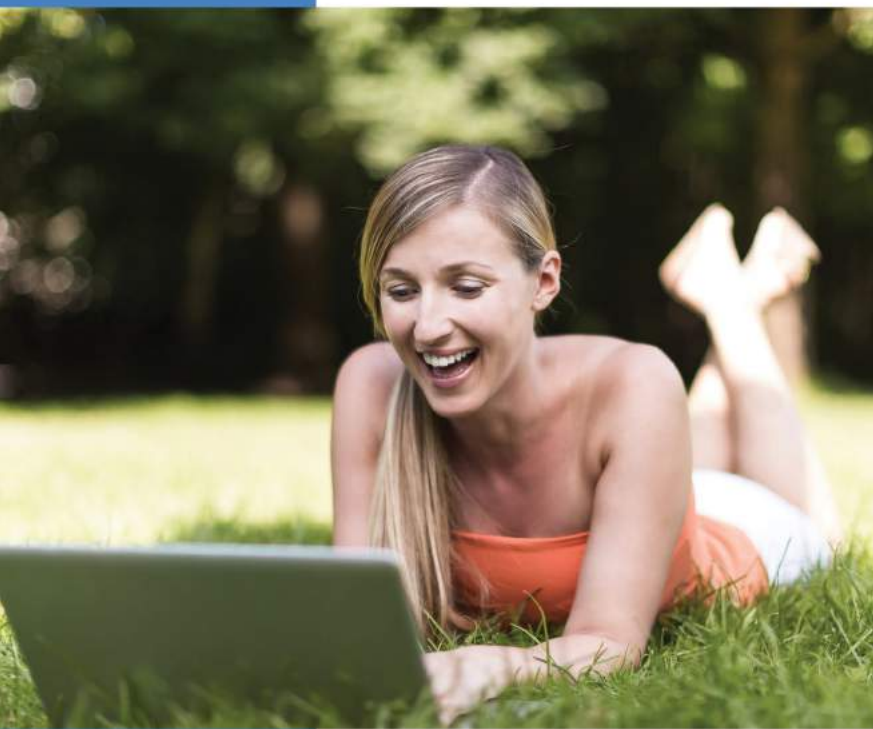




CASE STUDY

PLAYERIZE INC.

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BACKGROUND

Playerize Inc, the parent company of Super Rewards, (who had pioneered virtual currency monetization with social games) had expanded to provide the leading monetization service for online, free-to-play games, mobile and online merchants.

THE CHALLENGE

Playerize Inc were seeking an email and chat support solution to handle a large volume of customer requests and resolve issues in a timely manner, improving current SLA's. The requirement extended to providing support to customers, globally, 7 days a week.

THE SOLUTION

Genisys provided a bespoke CRM application where the CSR receives an inbound ticket, verifies the offer requirement and transaction details, then based upon eligibility either awards, denies, escalates or asks for more information.

“I am very pleased with the service. I can be hands off knowing that the task in hand are well managed and addressed by the team.”

Yong Lee, Senior Manager - Customer Support, Playerize Inc.

THE RESULT

The Genisys team responds to emails from the users in a personalized manner by logging into the email support tool of Super Rewards. They also escalate any non-resolvable emails to the existing team at Super Rewards.

All complaints are handled within the SLA of less than 100 tickets in the queue at EOD.



Founded in 1985, Genisys Group is a successful global IT Solution and Service Provider. With a keen focus on providing services and solutions that drive down operational costs and increase system availability, Genisys has become known for being specialists in server and networking technologies. Building on this skill and understanding of the hardware platform, Genisys is able to deliver expert solutions and services for your company.

Genisys prides itself on a commitment to quality and innovative technologies. This commitment is reflected in our accreditations with our strategic vendors, like HP and Microsoft. Thanks to this, our clients can be confident that the solution we recommend is the right decision for their business needs.

