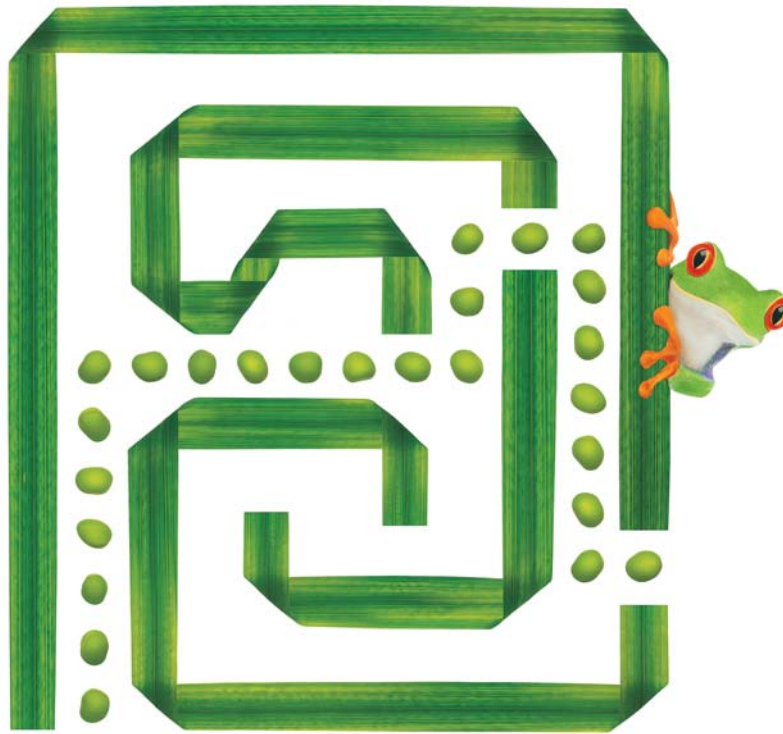


Expert, cost-effective  
contact center solutions for  
gaming companies.



**TELUS International**

World-class innovation in contact center,  
IT and business process outsourcing solutions.



the future is friendly®

## Focus on your core business.

With the ubiquitous nature of the Internet, the gaming market is evolving rapidly. From changing gamer demographics, to expanding online, social and mobile platforms, to new business models based on monetizing player populations, where do today's emerging gaming companies find the time, people and technology to provide customer support to their exploding gaming communities?

### The outsourcing advantage.

Instead of your organization purchasing, maintaining and supporting complex contact center systems, TELUS International provides these for a predictable monthly charge. Acting as an extension of your business, and most importantly, your brand, our solutions can:

- Provide access to a global pool of cost-effective, customer-focused agents
- Deliver differentiated services and greater convenience to your gamers
- Improve gamer satisfaction
- Increase player value, usage and retention
- Provide operational efficiency with flexible staffing and best practices
- Transform your English, Spanish and/or French customer support
- Control your customer support expenses

An outsourced contact center might be the solution. When several of the world's leading gaming companies needed highly engaged yet cost-effective contact center agents, they turned to the TELUS International group of companies (TELUS International). We are the global arm of a multi-billion dollar, full-service telecommunications provider. TELUS International delivers world-class customer care, technical support, sales and back-office administration to some of the world's largest and most respected corporations.

From a top gaming console developer to one of the fastest growing social network gaming companies today, TELUS International has become a source of best practices for friendly, accessible customer support via voice, email and chat channels – even helping one gaming client earn a Gartner CRM Excellence Award for superior customer service. Our team handles millions of game-play and support interactions every year and we consistently exceed customer satisfaction metrics.

### Partnering with TELUS International.

Partnering with TELUS International promises more than an outsourcing arrangement. You gain access to a high quality, lower cost, customer-centric solution – all backed by our multi-billion dollar telecommunications parent, TELUS Corporation. Business benefits include:

**Provide 24/7 multi-channel support.** Today's gamers are extremely diverse in their customer care needs and expect total convenience. By providing 24/7 multi-channel support via voice, email, chat and/or web, your gamers can interact with you whenever and however they want.

**Excel in Spanish language support.** For multi-language programs with a strong customer experience focus, TELUS International offers access to the best bilingual English and Spanish speaking agents.

**Optimize player value.** Our agents understand the importance of both paying and non-paying players and their comfort levels with virtual spending. TELUS International agents are available 24/7 to support your gamers' virtual goods purchases and micro-transaction inquiries.

**Understand player behavior.** Sophisticated gaming companies spend considerable resources analyzing player feedback on their games. Our cost-effective resources can help analyze gamer feedback and funnel it back to your development teams to ensure that your games always reflect the latest player demands.

**Manage overhead costs.** Depending on your business model, our outsourcing solutions can reduce your contact center costs by 30-50%. We have access to world-class contact center infrastructure and a global pool of quality agents with gaming experience – all at lower cost.

**Scale your programs as needed.** From emerging online gaming companies to established console developers, our programs range in size from 50 customer service representatives to over 1000 handling game-related technical support and customer care interactions.

**Enable flexible program delivery.** With onshore, nearshore and offshore capabilities, we can create a program consisting of the most qualified and cost-effective resources to handle your support needs in the languages you require.

**Focus on your business.** Teaming with TELUS International enables you to focus on your core business of providing engaging game-play experiences. You can be confident that our experts are handling your contact center needs for a predictable monthly charge.

## Expert gaming support.

TELUS International has a wealth of experience building high-touch customer care and technical support programs. From hardware to software to social networking expertise, our services include:

**Customer care.** Delivered via voice, email, chat and web channels, our award-winning customer care results in exceptional performance metrics. Services include:

- General inquiries
- Subscriptions
- Game-play support
- Billing support

**Technical support.** Through constant game play and the simulation of top call drivers, our agents have the hands-on knowledge of what your gamers are actually experiencing. Services include:

- Troubleshooting
- Browser and platform updates
- Knowledgebase management

**Hardware support.** In addition to game-play support, TELUS International has a wealth of experience supporting console issues. Services include:

- Install/uninstall
- Hardware performance
- Warranty support
- Product repair or upgrades

**Monetization.** Creating a growing community willing to spend money in the virtual world is essential. Our monetization support services include:

- Premium subscriptions
- Virtual goods sales
- Incentive marketing support
- Application installations

**Content Monitoring.** Leverage our cost-effective resources and skilled agents to investigate reports of abuse and hacking issues according to your policies and terms of service.

**Customer feedback/testing.** Our agents can assist with timely gamer feedback and player analysis so that your games keep pace with player demands. Clients have also selected TELUS International for beta testing support of key upgrades and new product launches.

## Finding the right people.

One of the world's largest video game publishers required highly engaged but cost-effective agents who could relate to their players and demonstrate the necessary troubleshooting skills to resolve game-play issues. Callers ranged from casual to hard-core gamers. TELUS International developed a unique recruitment strategy to match agents to player personalities. This ensured that a proper "fit" was established and that customer expectations could be met.

Unique to the recruitment strategy was the hiring of sisters of hard-core gamers. The sisters were familiar with gamer traits and lingo, had strong customer service skills and resonated with a growing female market of advanced casual gamers. Using this approach, customer satisfaction metrics were often exceeded.

## Global delivery, local expertise.

Our global contact center and business process outsourcing solutions are based in the most strategic destinations to support and grow your business:

**North America.** Take advantage of skilled labor in the U.S. and Canada fluent in English, Spanish and/or French. Our U.S. center in Nevada offers bilingual English and Spanish speaking agents dedicated to superior customer service.

**Latin America.** Access the best bilingual Spanish and English agent talent pool in Latin America. With locations in Guatemala and El Salvador, we offer our clients the most attractive locations for labor pool quality, availability and growth.

**Asia.** Long considered the most westernized of Asian countries, the Philippines has embraced many aspects of Western living including the widespread use of American-style English. Our agents are proficient in English communications and deliver exceptional customer service programs.

## Getting started with TELUS International.

In the outsourcing business, one size does not fit all. That's why we take the time to understand your business and tailor a solution that meets the unique challenges facing the gaming market. We guide you through a comprehensive assessment that leaves you comfortably in the driver's seat. You determine how you want your program to run and how to measure success. Using this open, flexible approach, we aim to be the premier outsourcing partner to all of our clients.

CONNECT WITH US TODAY FOR YOUR  
GLOBAL OUTSOURCING SOLUTIONS.

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[information@telusinternational.com](mailto:information@telusinternational.com)

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### Make every interaction count

An engaging game-play experience is essential, but so is an exceptional customer interaction should your gamers reach out for support. In addition to providing accessible support (including 24/7) in a convenient manner (via voice, email, web, and/or chat), your contact center can present the ideal opportunity to connect with your gamers, communicate value and build relationships.

When one of our leading consumer electronics clients sought new opportunities to grow their revenue base, TELUS International proposed a value-add program to enhance their revenue streams. Knowing that initial interactions with new customers are critical to developing ongoing relationships, TELUS developed a New Customer Onboarding Program to proactively engage new customers.

The onboarding program focused on the typical needs of a new customer, because once customers make the decision to stay, they usually remain committed for the long term, even acting as powerful advocates. Easy to customize, the program included agent scripting for product overviews, in-depth feature explanations and special offers to encourage additional usage.

Whether you undertake an outbound onboarding campaign or wait for your customers to contact you, our job is to make every interaction count. Talk to us – discover how TELUS International adds value to your business.

