



Mobile game developer automates support tickets

The challenge

With over 100 million daily active players, this mobile game developer receives up to 120,000 support tickets per day after major updates. In these tickets, players report bugs and ask questions across multiple languages. Due to unique and frequently changing terms used in its games, the company's keyword matching system lacked the accuracy to route low-impact issues to self-help articles. This flooded Customer Support with questions about minor problems, creating severe bottlenecks and taking time away from critical issues.

The company needed an accurate, fast way to identify, triage, and resolve problems reported in tickets. This would not only aid in surfacing emerging issues, but also improve response time by redirecting minor problems to self help so product teams could address the most critical issues, quickly, preventing player churn.

The solution needed to:



Be hands-off with no need for manual training or maintenance



Handle continuous, high-volume feedback streams



Independently learn game-specific terms, even those never before seen



Maximize tickets deflected to self-help with 90% accuracy

The solution

With Luminoso, the developer analyzed thousands of post-release tickets to identify top issues, underlying intent, and trends. Instead of scanning for keywords, Luminoso automatically understood game-specific terms – even those it hadn't yet seen – and surfaced the most important concepts, regardless of misspellings or acronyms. Now, developers could quickly fix problems before churn.

Luminoso also compared concepts in tickets with the company's existing labels, assigning one to each. If an assigned label did not match a self-help article, only then would the ticket be routed to a representative. Simple queries deflected to immediate answers, meaning Customer Support had fewer, more critical tickets to handle. This doubled the average percentage of redirected tickets from 25% to 50%, slashing time-to-resolution.

The benefits



Doubled tickets deflected to self-help articles from 25% to 50%



Significantly decreased time-to-resolution per ticket



Surfaced emerging issues quickly, before player churn

“Luminoso is literally the only company that can do what we need. No one else even came close.”

- Customer Care Director, Mobile Game Developer

The results

With Luminoso, the mobile game developer can now:



Isolate the number of players affected by emerging issues



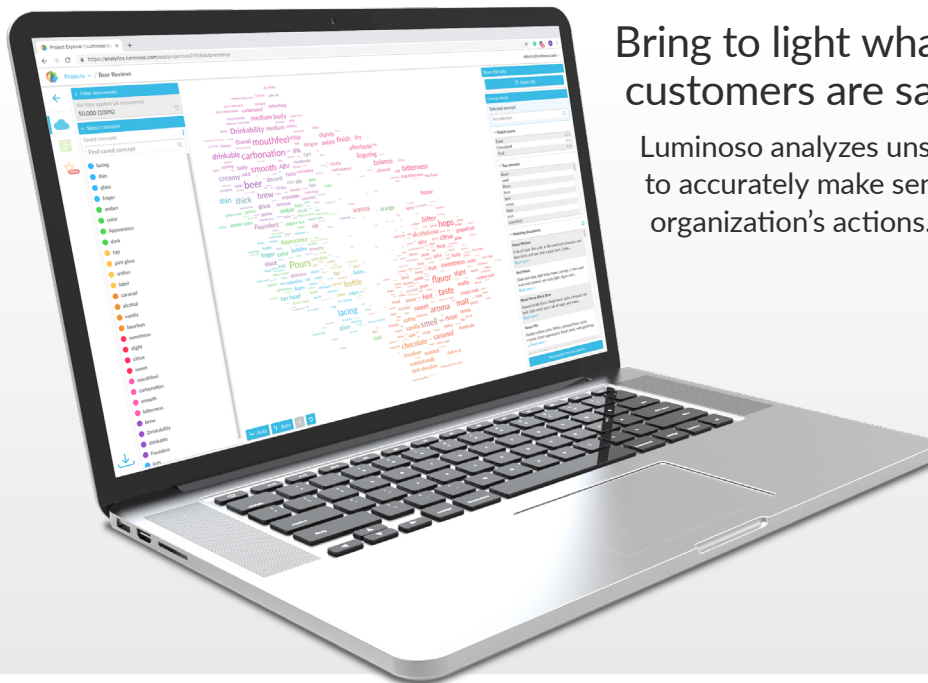
Provide native support in all 10 languages the company analyzes



Begin fixing player-reported problems within minutes instead of days



Reduce the overall number of tickets surfaced to Customer Support



Bring to light what your customers are saying.

Luminoso analyzes unstructured text in minutes, to accurately make sense of it and inspire your organization's actions.

Luminoso turns unstructured text data into business-critical insights. Using common-sense artificial intelligence to understand language, we empower organizations to discover, interpret, and act on what people are telling them. Requiring little setup, maintenance, training, or data input, Luminoso combines world-leading natural language understanding technology with a vast knowledge base to learn words from context – like humans do – and accurately analyze text in minutes, not months. Our software provides native support in over a dozen languages, so leaders can explore relationships in data, make sense of feedback, and triage inquiries to drive value, fast. Luminoso is privately held and headquartered in Boston, MA.

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