



CASE STUDY:

BringIt Customer Support Project

Client	BringIt www.bringit.com
Client Profile	BringIt (www.BringIt.com) is a leading consumer gaming site where video gamers can put up money to challenge other players to matches, play their favorite games, and earn money by winning. BringIt was developed with leading edge technology and designed with the gamer in mind.
Industry	Gaming
Region	Chicago, Illinois
Work Scope	<p>A. Live Chat Support Trained agents must attend or answer all live chat inquires in a timely manner, with Average Handle Time (AHT) of 5 minutes</p> <p>B. Email Support Processing of emails sent to support@bringit.com <i>Trained agents responds to all emails received within 5 minutes.</i> <i>All emails received via Live Person will be processed immediately.</i> <i>Escalation process for emails is for a period of 24 hours</i></p> <p>C. Customer Service/ Dispute Handling Processing of Disputes and Bark Box Monitoring <i>24/7 Bark Box monitoring of skilled agents includes banning of abusive users, spammers and collection of evidence</i> <i>Trained agents process disputes filed via email and notifications from the system</i></p>
Objectives	<p>A. Must meet client's expectations for CSAT (Customer Satisfaction)</p> <p>B. Process all issues in a timely manner</p> <p>C. Attract more players and stop spammers on the site</p> <p>D. Manage BringIt.com effectively-- in terms of customer support</p>



<p>Manpower Skill Set</p>	<p>Technical Support Representative / Customer Service Representative</p> <ul style="list-style-type: none"> • Above average communications skills • Proficient in MS Office, Web Based Applications • Knowledge in gaming industry • Adept in Data Analysis • Skilled in Internet Technology • Capable of handling Quality Assurance • Skilled in reporting • Can work with minimal supervision
<p>Challenges</p>	<ul style="list-style-type: none"> • Initial agents did not have enough experience in Customer Support • Initial training was immediate • Initial metrics were not provided • Agents were unfamiliar with the process for support
<p>Implementation Strategies</p>	<ul style="list-style-type: none"> • Replaced agents with experienced ones and matched skill set • One week training period was provided to the new hires • Re-training sessions provided to all the agents • BringIt manual was created and implemented immediately • Six-Sigma monitoring process and evaluation metrics used • Focused training sessions with 'weak agents' • Clear action plan implemented and submitted to client • Developing of more comprehensive and effective CS strategies



<p>Team Organization & Workflow</p>	
<p>Sample of Customer Service Process</p>	<p><i>Customer123</i> filed a dispute Reason - False Win Report description: I won the game went to report and it says that he is the winner? This is my first time playing on on bringit.com but I have played on gamebattles so I take pictures of all matches and hopefully soon I will have a capture card to run full videos of matches. Here is the final score game picture, I have more pictures of match if need.</p> <p>This dispute was forwarded to BringIt officers for confirmation.</p> <p>Since <i>Customer123</i> submitted valid evidence in the system, the win was awarded to him. \$3.50 was added to his account for this match</p>
<p>Results</p>	<ul style="list-style-type: none"> • Achieved High CSAT • Issues handled in a timely manner • An average of 100 new accounts opened on a daily basis • Could effectively manage increasing traffic of the site