



**Safeguarding a
virtual world to increase
player engagement by 85%**

Webhelp

Think Human

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1 CONTEXT

Why safety must be built into virtual worlds for them to thrive

To thrive in the metaverse, companies need a safe infrastructure for new kinds of interactions.

The metaverse is a game-changer. And as more and more companies build virtual gaming worlds, there's a lot of competition to attract virtual gamers. Gaming brands have to give customers what they want to win them over to their platform. And what do they want? They want a fun, immersive and social experience. They also want to earn some cash with their gaming experience, so feeling safe and secure in their virtual world is essential.

For companies to be a player in the online gaming industry and build worlds that thrive, they must put the safety of their community front of mind.



2 CHALLENGES

The fastest-growing and most disruptive gaming platform wanted to protect and increase engagement with players and virtual world creators.



40m+
global installs

165,000+
unique pieces of land

60+
brand partnerships

Not only does this major gaming provider has its brand to maintain, but it's also partnered with some of the biggest gaming, clothing and entertainment brands. With the likes of Warner Music Group, Gucci Vault, Adidas, Atari, The Smurfs, Care Bears, and Snoop Dogg trusting our client to safeguard their reputation, the pressure is on.

These international brands fiercely protect their IPs and the public's perception of them. Because of the nature of this gaming platform, made by players, there's always the risk that either harmful content or inappropriate behaviour from fellow avatars could ruin a player's experience or cause lucrative partnerships to end.

Balancing the freedoms of speech and action within a virtual world requires rules—and moderation to ensure people stick to them. For the platform, putting avatar conduct moderation into environments with limitless real-time interactions with people in various local cultures, rules, and laws was a real challenge. The company needed a global partner with international content moderation experience to create a welcoming environment that attracts users and creators while ensuring their safety.

Pain points

- **Pressure to maintain user safety and brand reputation**
- **Difficulty managing unlimited real-time interactions**

Objectives

- **Monitor harmful behaviour**
- **Create safe environments for players**
- **Attract, entertain, and retain virtual world creators**



3 WEBHELP'S GAME-CHANGING APPROACH

Our Solution: Pioneering a Robust, Scalable Model

1. Ambassador Community.

We created a community comprising the platform's ambassadors. Their role had two functions: firstly, to guide visitors through the worlds and experiences on the platform and, secondly, to provide a high level of moderation security.



Services provided

- Content moderation
- Community management
- In-game player support
- Creator and user support



#Agents / employees

- 50 to 150, depending on the requirements

2. Social Media Activity.

We targeted our client's social media, particularly its strong presence on Twitter, with various media-rich content and games with prizes to get the community engaged and excited.



Locations

- Guatemala
- Columbia



Markets

- English

3. B2B Partner Growth.

We built a long-term relationship plan based around special events to grow B2B partnerships.



Segment

- B2C
- B2B



Channels

- In-game
- Social Media

“With many complex interactions happening simultaneously on our platform, it’s crucial that our community see and feel the presence of our teams and ambassadors.”

Co-Founder and COO





Cost savings and user engagement with flexible staffing

One of the primary challenges was the 24/7 global aspect of the online gaming community. A standard support staff shift pattern proved problematic, with varying player volumes at different times of the day, potentially leading to agents being paid for idle time.

Webhelp had a solution. By monitoring the number of users playing, we implemented a flexible shift pattern, adjusting agent numbers (ranging from 50 to 150) in accordance with player activity. This maximised efficiency and reduced unnecessary staffing costs, providing the client with an efficient way to onboard new agents and scale up as demand increased.

But efficiency wasn't our only focus. In a competitive online gaming space, keeping users engaged and loyal is crucial. Our team has excelled in entertaining users by organising various games, fostering a sense of cohesion and ensuring users enjoy their time on the platform over other platforms. This blend of cost-saving and community-building strategies has led to greater user satisfaction and retention.

- **Active 24/7 global player mapping.**
- **Modulated support capacity based on user traffic.**
- **Capacity ranging from 80 to 150 agents.**
- **Scale according to demand**

“We also work with our Webhelp ambassador team to extend our outreach and provide global customer support. What is great is how our ambassadors mingle with our players and relate directly with them, giving us insights into how they think and play, as well as giving us early warnings on where there may be friction points that we should address.”

COO and Co-Founder



4 WEBHELP'S TECHNOLOGICAL APPROACH



**Our bot technology prioritises
information for agents,
keeping agent numbers low
while still serving all of
The client's community.**

Live online chat in a virtual world means there are potentially infinite conversations that need to be monitored at any one time. The first filter uses artificial intelligence (AI) to manage hostile activity in the form of the Good Games Well Played (GGWP) Discord Bot. The Discord Bot monitors the community in real-time and shares an up-to-date list with administrators 24/7.



4 RESULTS

From The Partnership With Webhelp



46,577
contacts



37,203
players engaged (85%) - Players who participated in organised activities outside the main competitions.



7,295
players supported (10%) - Players who were guided to better understand the rules and functioning of the game.



2,079
Mentions on X



10,892
Engagement activities to entertain users and develop the community



2,361
Raffle entries



96%
QA score

We've helped our client find a solution for their content moderation, providing comprehensive support and engagement to foster a thriving community of users and virtual world creators.

In-game ambassadors providing:

- 24/7 player support
- Conduct moderation to ensure safety
- Engagement-boosting activities
- Weekly raffles to win valuable prizes
- Individual accounts on X to boost social media traffic to the platform's sites
- User data - all live interactions are tracked and categorised

**Looking to grow your customer service support capability?
Let's chat to see how we can make that happen!**

solutions@groups.webhelp.com



ABOUT WEBHELP

Webhelp designs, delivers, and optimizes unforgettable human experiences for today's digital world – creating game-changing customer journeys.

From sales to service, content moderation to credit management, Webhelp is an end-to-end partner across all B2C and B2B customer journeys. Its over 120,000 passionate employees across more than 60 countries thrive on making a difference for the world's most exciting brands.

Webhelp is currently owned by its management and Groupe Bruxelles Lambert (Euronext: GBLB), a leading global investment holding, as of November 2019.

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