



A ModSquad Case Study: Roll20

# Roll20 and ModSquad:

## The Adventure of Player Support





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Initially, gaming company Roll20 brought ModSquad in to help with player support and moderation on their social channels. But then COVID-19 hit. Quarantined players turned to Roll20's platform in droves. Faced with a 500% increase in tickets, ModSquad scaled up to help. As the Mods continue handling more of the support load, Roll20 is able to focus on the bigger picture: improving an already awesome gaming platform.

## Services Provided

- Player Support
- Forum Moderation
- Social Support
- Social Moderation

## Key Metrics

- Scaled to help meet a 500% increase in support requests
- Consistently exceeding target ticket volume, sometimes by as much as 3x

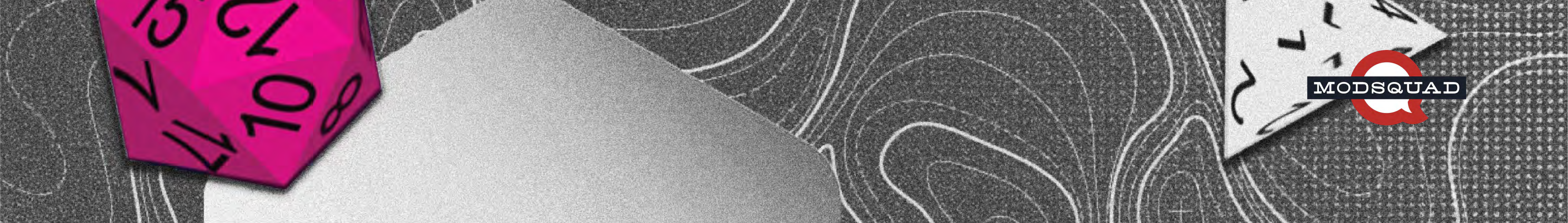




# Roll20: Creating Online Play for Analog Games

Roll20 is not your typical online game. It's a virtual tabletop for roleplaying games (RPGs) such as Dungeons and Dragons. It's fully interactive with video and voice chat. You can roll dice, progressively reveal maps, manage character sheets, and much more. Games originally confined to a kitchen table or the local comic book shop can now be played by people no matter where they are in the world. For RPG fans – especially ones who can't physically meet – it's a game-changer.





# Global Popularity Required Expanded Support

As Roll20 grew in popularity, they found themselves with players all over the world using their software at all hours of the day. Even though Roll20 is a distributed team with employees across North American time zones, they needed help covering the gaps. Wanting to make sure players in Europe and Asia received real-time support, Roll20 looked for a partner to help out. They knew one thing: They couldn't roll the dice with their player's trust. So they called ModSquad.

The solution was straightforward. With over 10,000 Mods in over 70 countries, ModSquad customized coverage to meet

Roll20's needs. Roll20 received exactly the help they needed when they needed it. And because ModSquad tailors coverage at hourly increments, Roll20 didn't get stuck paying for agents at less busy times.

"ModSquad allowed us to make sure that we had a wider distribution of coverage so that people could get support during different times of day when they were actively playing," said Soraya Een Hajji, Roll20's Director of Communications. "It's made a big difference for our team."







*ModSquad enabled us to provide a wider distribution of coverage so that players could get support no matter what time of the day they were playing.*

— **Soraya Een Hajji**  
*Roll20's Director of Communications*





## Mods Aren't Your Typical Call Center Agents

Roll20 isn't your typical online game, and its customers are not your typical online gamers. Tabletop roleplaying games like D&D, Pathfinder, and Call of Cthulhu are typically played in person and in-character. They're intrinsically multiplayer and highly dependent on the players' imaginations. Enabling that experience online is Roll20's mission.

Supporting that unique community online is equally challenging. Turning to a corporate call center who didn't understand RPGs would have been a disaster. Impersonal agents who aren't gamers would have turned off Roll20 players.



# EXPLORER'S GUIDE TO WILDEMOUNT



The Mods are seasoned professionals with the experience and savvy to help and engage any online community. Hajji explains, “One of the things that ModSquad brings to the table is the connection with individuals. That personal element really helps, especially in a business that’s about people coming together and having fun. Interacting with people who have a personality is an important element of our customer interactions. The Mods understand that Roll20 has different needs than a more corporate client, and they adapt extremely well to that.”

Whenever possible, projects are staffed with Mods who know the industry and are fans of the brand. Gaming projects are always staffed with gamers. And if they don’t already play the game, they often start playing it. The result: players get knowledgeable and enthusiastic support from a fellow gamer. It's no surprise to find Mods going all in and adopting avatar names like *Dragon Dreamer*. “You can see that they are gaming enthusiasts, that this is something they enjoy working on and talking about,” observes Hajji.



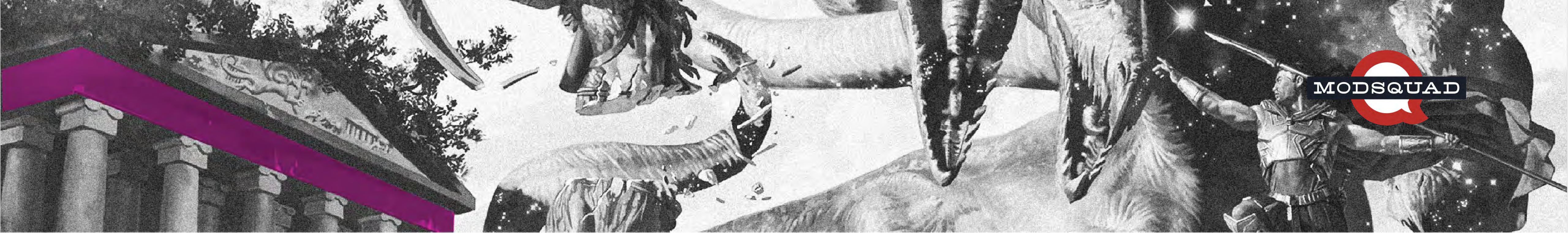




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# Refocusing, Scaling, and Optimizing in the Face of COVID-19

The COVID-19 pandemic confined gamers to their homes and forced them to find ways to play their tabletop games online. RPG fans discovered Roll20 and signed up. This sudden rise in popularity brought with it a 500% increase in support tickets. Roll20 needed a new plan of attack.

The new priority was helping clear the support queue. ModSquad deployed a new, larger team of Mods with both gaming *and* Zendesk experience. The Mods would help shoulder the load by answering tier 1 tickets. As Hajji

remembers, this “allowed us to bring the Mods on board in a much more substantial fashion.”

These days, the Mods are on a roll.

“Our internal goal was to have the Mods answer 15% of the new tickets that come in every day,” Soraya recalls.

“They’ve been consistently exceeding that goal, handling 20%, 25%, even 50% of the tickets. We’ve been really happy with the results.”







# ModSquad Enables Roll20 To Focus on the Bigger Picture

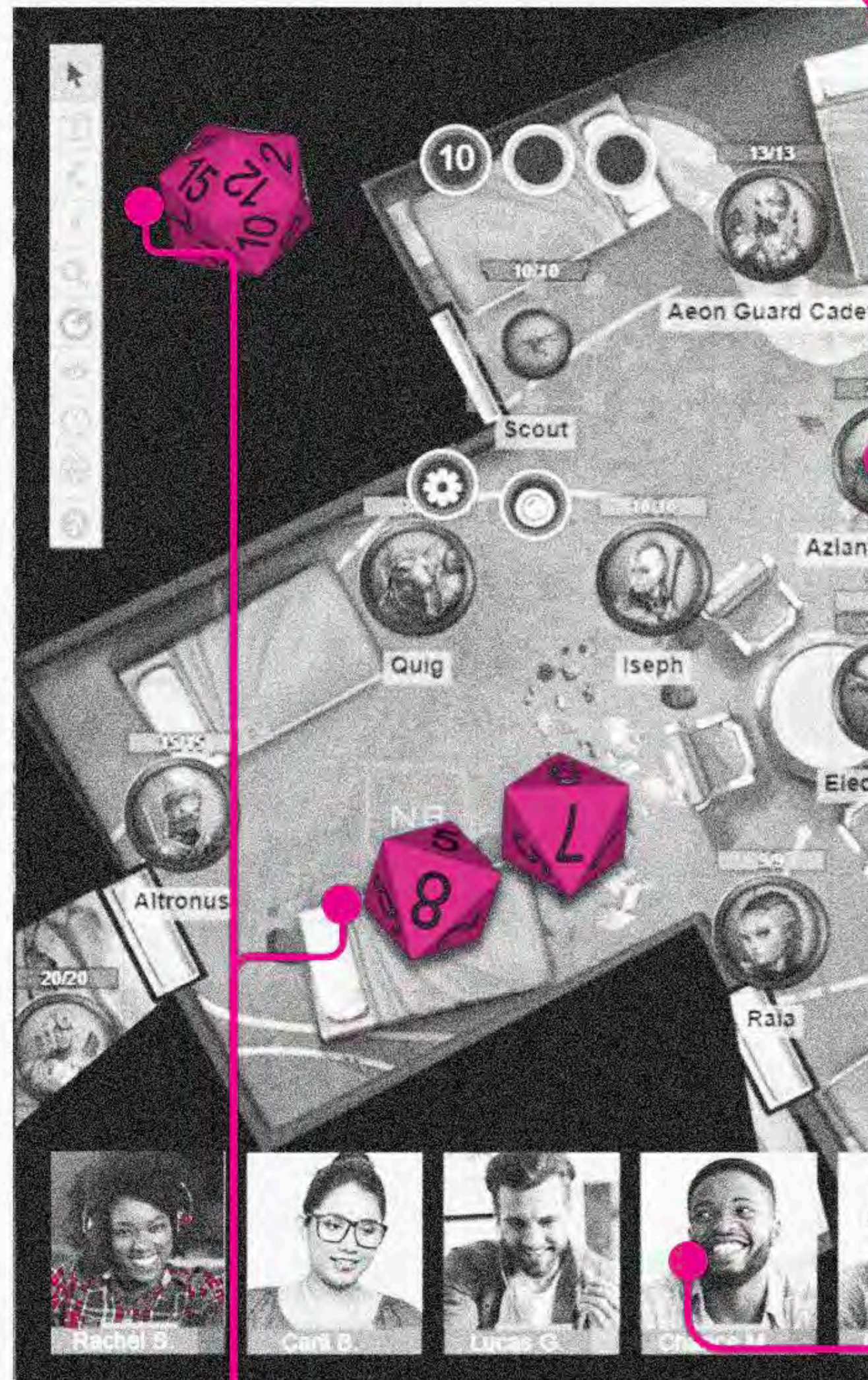
Roll20's players aren't the only ones to enjoy ModSquad's proven approach to customer support. The company does as well.

It's easy to underestimate the benefits of getting help with customer experience. Augmenting an internal team with night and weekend help prevents burnout. But it also allows the team to focus on important things. Roll20 has more time to fix bugs, navigate the complicated support requests, create content, and improve the platform.

"Having ModSquad on board has allowed us to focus on the bigger picture," Soraya says. "We've been able to do that knowing that our customers' needs are being taken care of."





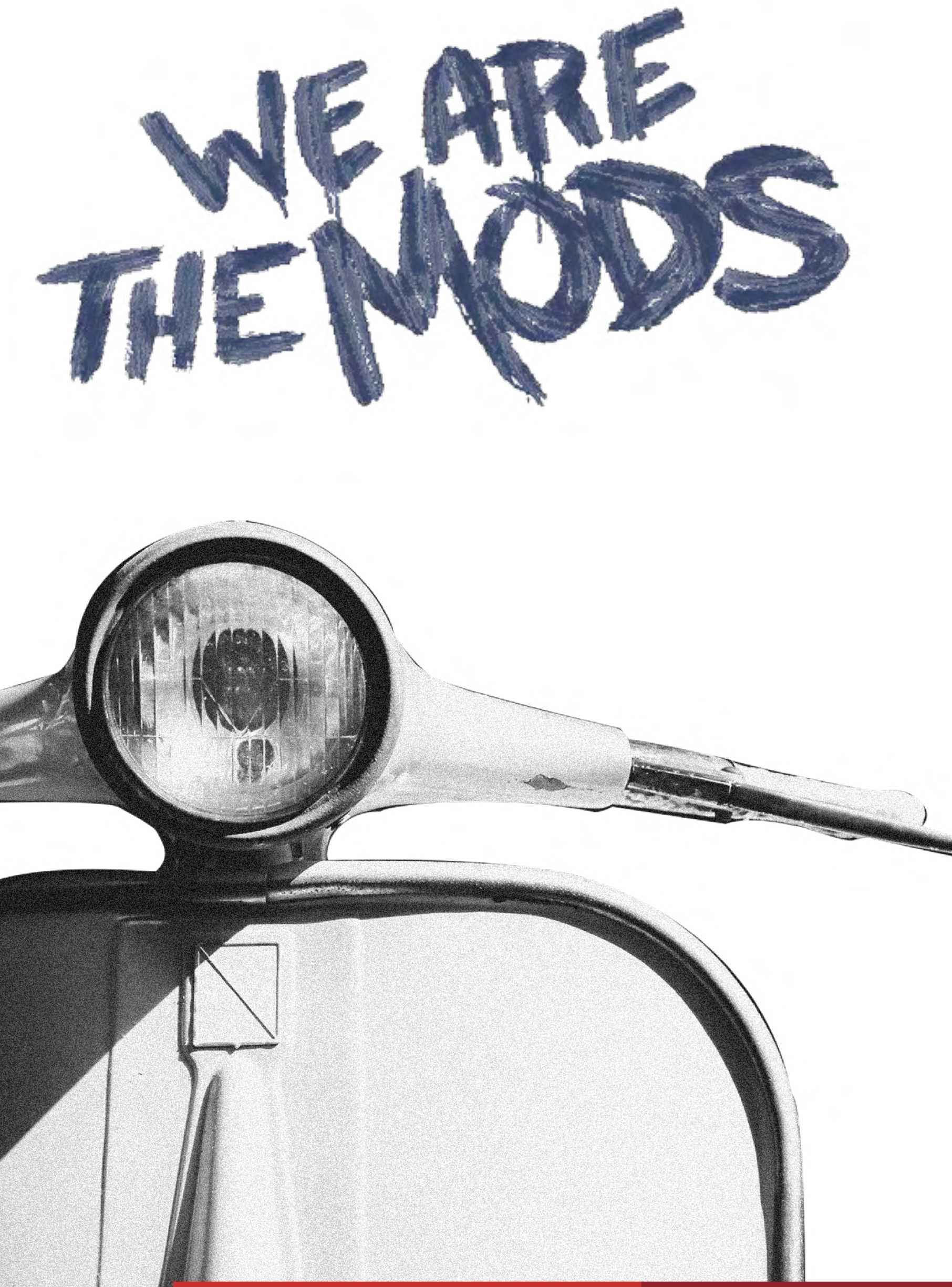


## About Roll20

The Roll20 team is dedicated to enabling gamers to unite across any distance via our easy-to-use gaming tools. This means we strive to lessen the technical burden on the participants, facilitate the formation of new gaming groups, and to make barriers to entry as few as possible when gathering around a table for camaraderie. To accomplish these goals we seek to create a service that is sustainable and will be a resource to the gaming community as long as it is needed.







## About ModSquad

ModSquad is a global provider of on-demand digital engagement services, known as ModSourcing: outsourcing *modernized*. Our experienced professionals engage your customers and communities on a personal level across online, mobile, e-commerce, in-game, application, and social media channels.

ModSquad offers expert service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects. We are the Mods!

855-818-Mods

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