

Wooga Levels Up to ModSquad's Premium Player Support

A ModSquad Case Study: Wooga

9

9 languages supported

€20k

€20,000/year savings

2x

Maintained SLAs during
2x increase in support
queries

Video Game Developer Grows Player Base With Help From Mod Engagement

Wooga found success with several breakthrough games that grew their global audience. When their support needs peaked, they brought in a group of passionate support pros who not only saved Wooga money, but also freed up their team to do what they do best—create compelling, engaging games.

Services Provided

Player Support
Moderation

Languages Supported

English	Dutch	Russian
French	Italian	Japanese
German	Spanish	Korean





Wooga's Great Success Means More Players Around the World

If you've spent any time playing video games on your mobile devices, chances are you've played some of Wooga's titles. The Berlin-based company prides itself on creating sophisticated, detailed releases featuring compelling narratives.

"Our two biggest titles are *Pearl's Peril* and *June's Journey*, which are hidden-objects games," says Richard Kiernan, Wooga's Head of Customer Care. "We're heavily focused on trying to bring more stories into mobile games."

As Wooga grew its international player base, Kiernan knew they needed more resources to support their audience and still focus on creating the interactive games for which they're known. He recalls, "We only had in-house staff, and most of them spoke one language. We realized that with our new products and new markets, we needed the flexibility to be able to add languages. There were times when we'd have this huge backlog of tickets that we just weren't able to get through."



ModSquad's Flexible Staffing Supports a Fast Growing Player Base

That all changed when Wooga partnered with ModSquad to provide player support services. ModSquad's on-demand staffing model means Wooga is ready for anything.

The ongoing success of games like *June's Journey* continues to bring in a flood of new players. Even experienced players submit more questions when new features are released. Yet given ModSquad's adjustable staffing options, this upsurge in support tickets does not worry Kiernan.

“ModSquad offers flexibility and the ability to scale,” he says. “With the sheer flexibility of having so many people available to us, we don't have to worry about a backlog. The Mods are able to scale up at the drop of a hat, helping to grow the game. Even if there is a bug [in a new release] and a massive response, they're able to handle it. They spot the trends for us, so our in-house staff can focus on the larger issue – solving the bug.”



*I cannot emphasize enough
how much I value their work
and their reliability.*

— **Richard Kiernan**
Head of Customer Care



Support in Nine Languages Enables Global Growth

Multilingual remote Mods are able to help customers, balance workloads, and share knowledge across support teams. Having multilingual Mods is critical. Kiernan explains: “Our in-house agents might work in one language, but couldn’t help their fellow agents covering other languages. The workload became a little imbalanced.”

As Mods are placed on this project, support queues are balanced out and Wooga’s international players are better served. Take the Korean launch of *June’s Journey*. ModSquad ramped up support quickly, explains Kiernan. “We were ready with support before the game team was ready to release.” The multilingual Mod on that project supported two audiences, switching from Korean to English support queues.

Great customer support doesn’t just make the workload more efficient; it can also impact growth. For example, Wooga’s user acquisition team credits ModSquad with helping them grow their Japanese market share, thanks to the Mods’ swift responses to user reviews in the local Google Play store.





The Mods' Authentic Passion for the Games Generates Insightful Player Feedback

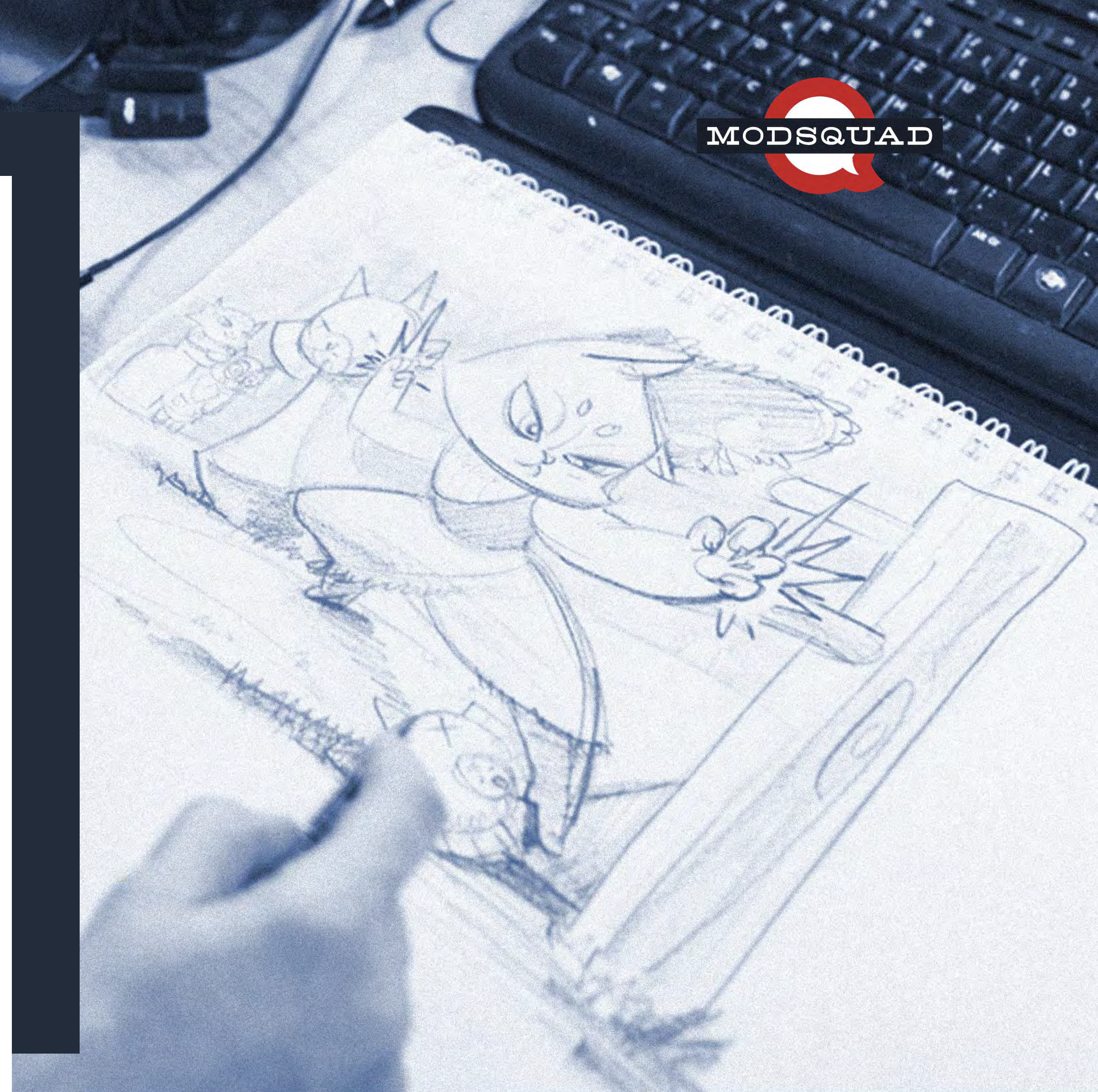
The Mods who support Wooga's games are avid fans and players. They're uniquely equipped to support fellow players and anticipate potential issues. "I've met a few of the Mods from our team, and they actually play our games," says Kiernan. "They look at it from the perspective of a player, and they have a good eye for what our players might misunderstand, or what to expect in terms of feedback for our games."

"On top of the camaraderie and the collegial relationship that we have when we discuss games, I definitely feel that the Mods have a genuine interest in our products." That passion plays a big part in the Mods' longevity, with most Mods having been on the project for several years.



It's a relationship that's built on trust and fairness, and that's why I recommend ModSquad. They provide the same level of care that we would have in-house. I think they're just second to none.

— **Richard Kiernan**
Head of Customer Care



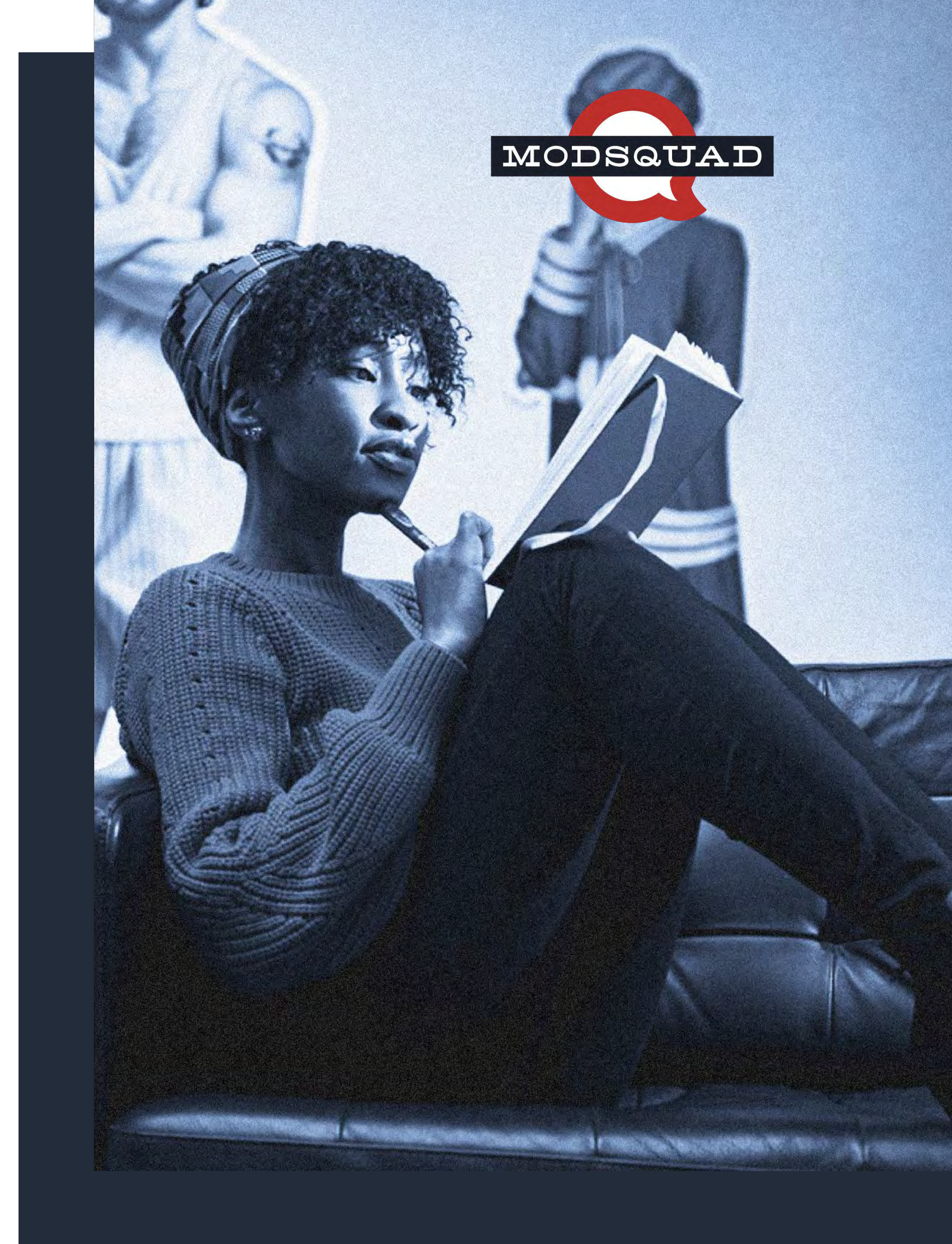
Greater Agent Efficiency Reduces Wooga's Spend

Never happy with just reading support scripts, ModSquad is always looking to optimize player support. By efficiently allocating resources, fine-tuning their help desk instance, and building stronger workflows, ModSquad was able to reduce support costs. Even with the success of *June's Journey* bringing with it a 100% increase in support queries, the Mods have managed the workload with ease.

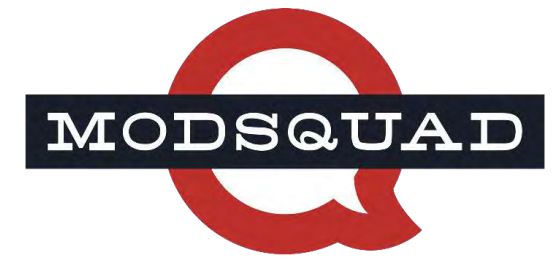
“Not only have the Mods been able to manage double the workload,” says Kiernan, “but they also developed an approach that could tackle spikes in tickets and future product launches. We set a 24-hour ticket-response SLA, which ModSquad is absolutely smashing at this point. They answer sometimes in two to four hours.”

Improvements like these have helped lower costs for Wooga. “This has saved us quite a bit of money, probably up to €20,000 a year, and was all driven by the initiative of the team,” says Kiernan. For this, he thanks ModSquad's Project Managers, in whom he has total trust: “It's as if they were spending their own money.”

“From a cost-saving perspective,” he continues, “ModSquad's flexibility means that we don't necessarily have to have in-house staff where you'd have to pay full-time salaries, benefits, taxes, and everything else that goes along with that.”



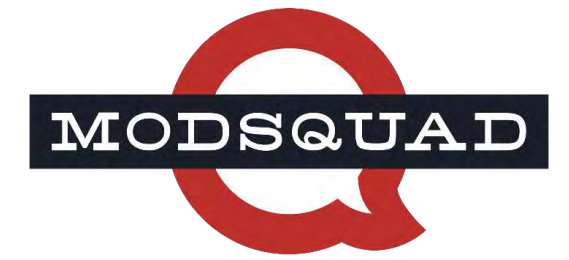
Entrusting Additional Services to the Mods Frees Wooga to Focus on the Bigger Picture



As June's Journey grew in popularity, ModSquad's support surpassed Wooga's expectations. But the success of the game meant some Wooga staffers found their time taken up with newly pressing community manager responsibilities. The demands on internal resources restricted the team's creative output and ability to strategize for future growth. Realizing he already had the perfect solution in place, Kiernan tasked ModSquad with content moderation for their communities, helping protect their communities and easing the burden on his team.

Kiernan calls the additional support "immensely helpful. It frees up quite a lot of time to focus on other things like creating better content including videos and educational material for our players, along with more marketing material to hype new features. The community managers had more time to focus on feedback, create support materials like FAQ articles and template responses, and follow up on reported bugs."





A Collaborative Partnership That Earns Top Scores

Kiernan is more than pleased with his decision to bring in ModSquad. “If I was to single out something that’s unique and actually better than other outsourcers that I’ve worked with, it’s the relationship I’ve built with the Project Managers. They’re phenomenal. I cannot emphasize enough how much I value their work and their reliability. I would not have anyone else do it for me. It’s a relationship that’s built on trust and fairness, and that’s why I recommend ModSquad. They provide the same level of care that we would have in-house. I think they’re just second to none.”

SEE WHAT MODSQUAD CAN DO FOR YOU





About Wooga

Wooga, founded in 2009, is one of the most popular developers of casual mobile games. Based in Berlin, employees from around the world develop high quality casual games with engaging stories at the core of the experience. Wooga's aim is to play a memorable and positive part in people's lives and create joyful moments every day — for players and employees.

