

Welcome to CustomerCONNECT Keynote


Customer**CONNECT**
Listen. Evaluate. Improve.

Voice of the Player – Is Your Company Ready for This?

FEATURED SPEAKER

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WARGAMING.NET
LET'S BATTLE



Gaming is the largest and fastest growing market worldwide

How much is the gaming industry worth? THINK BILLIONS

The Gaming industry was valued in 2019 **more than \$150 billion dollars**, and expected to reach \$210 billion by 2022.

According to the latest figures, the **video game business is now larger than both the movie and music industries combined**, making it a major industry in entertainment.

There are 2.5 billion gamers around the world.



Who are we?

Wargaming is a developer and a publisher of online games.

WHO ARE WE? Wargaming

OUR MISSION: To deliver legendary online games. Globally. With passion.

OUR VISION: To make every player happy

WHO AM I? Player Relations Director



150+
million
Players

15+ Released titles

20 Offices Worldwide

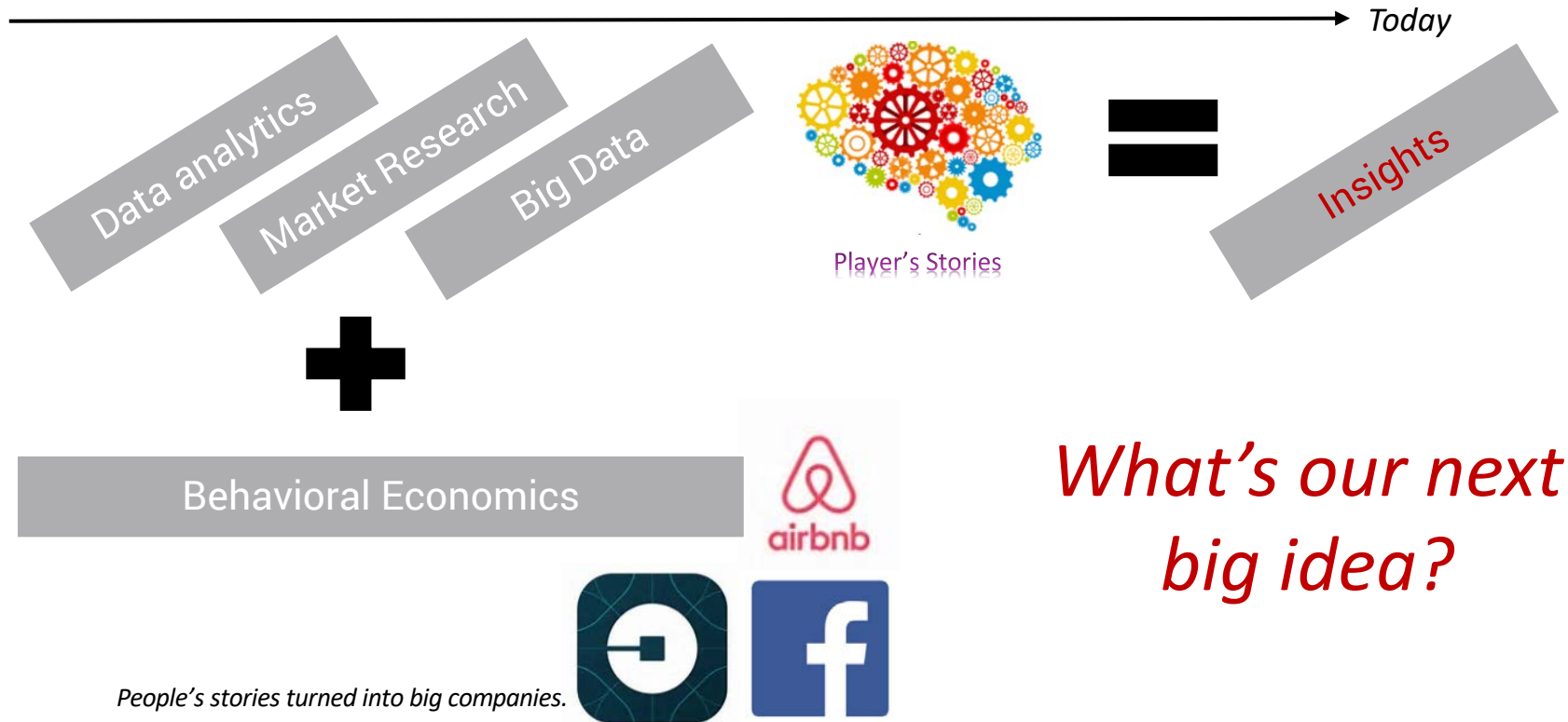


Who am I?



Voice of the Player program. What is it?

We know that generating an insight is tricky. Putting it into words? Even more tricky.



What's our next big idea?

Voice of the player should be at the heart of everything we do

Our vision is to be agile and reactive through effective communication with our players

Get to Know our Players

Our players are the basis of our existence. We need to learn what our current and future players need in order to deliver to their expectations.

Our Objective

Listen and learn from our players on a timely basis, to influence and improve player happiness.

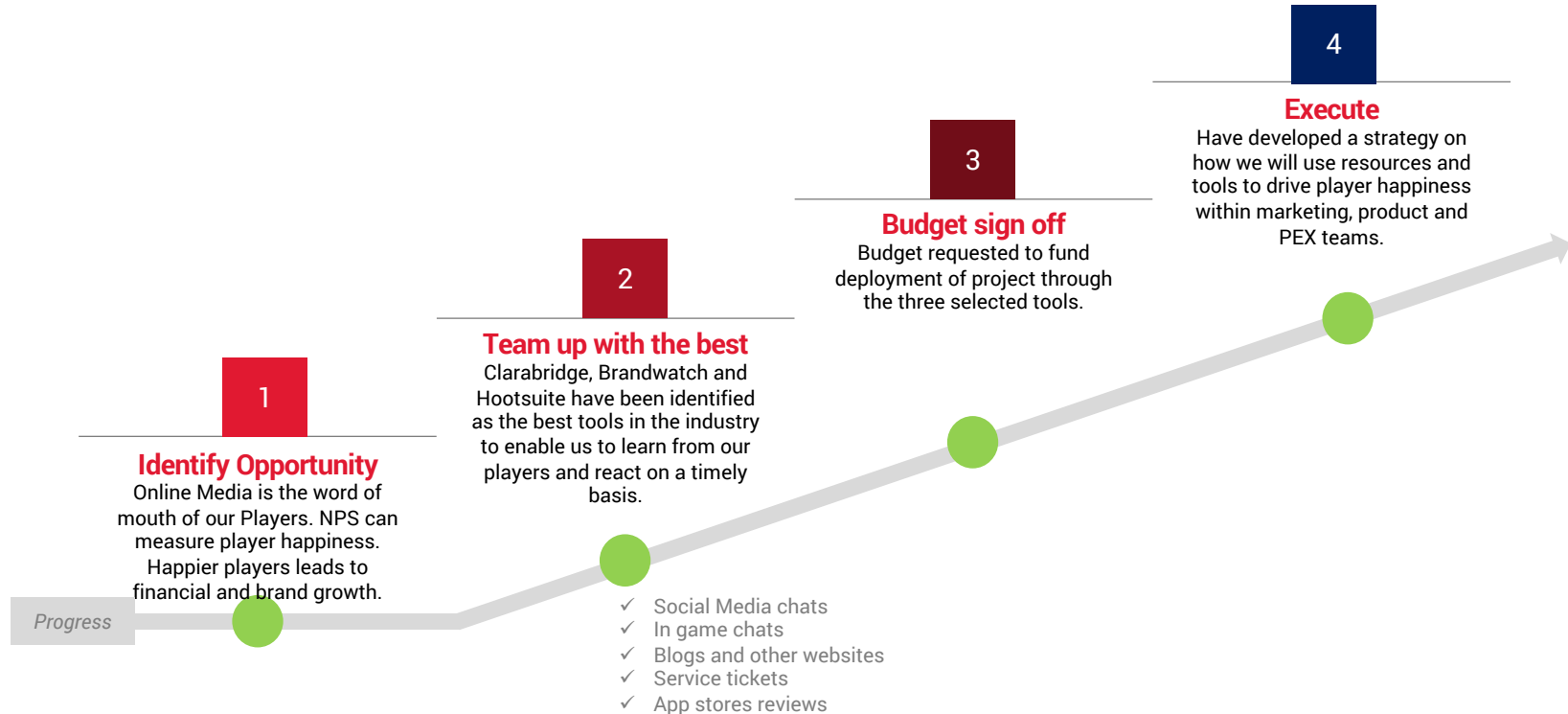
Drive Player Happiness

Be agile using the VoP across all regions and departments to effectively interact with our players.



The road to effective communication and player happiness

Combining data intelligence with our expertise to drive player happiness



Clarabridge and Brandwatch are industry's best tools

Renowned brands across different industries use these tools to understand their customers



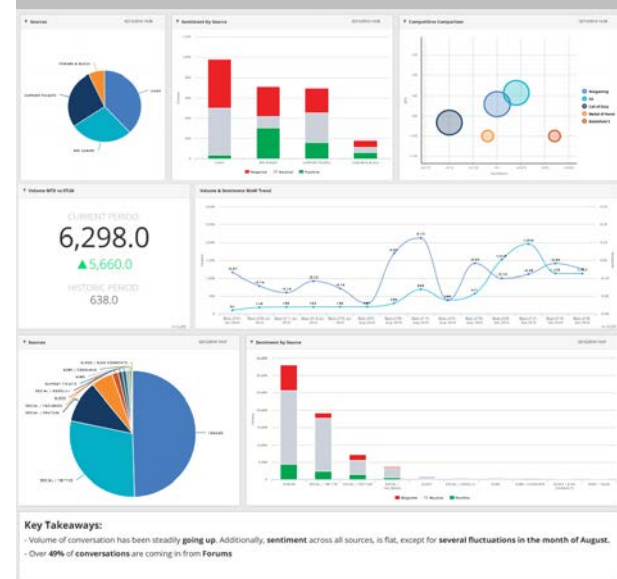
Team up with the best



- Entertainment
 - Media
 - Tech
 - Telecom
 - Health
 - Finance
 - Retail
 - Automobile
- And many more...

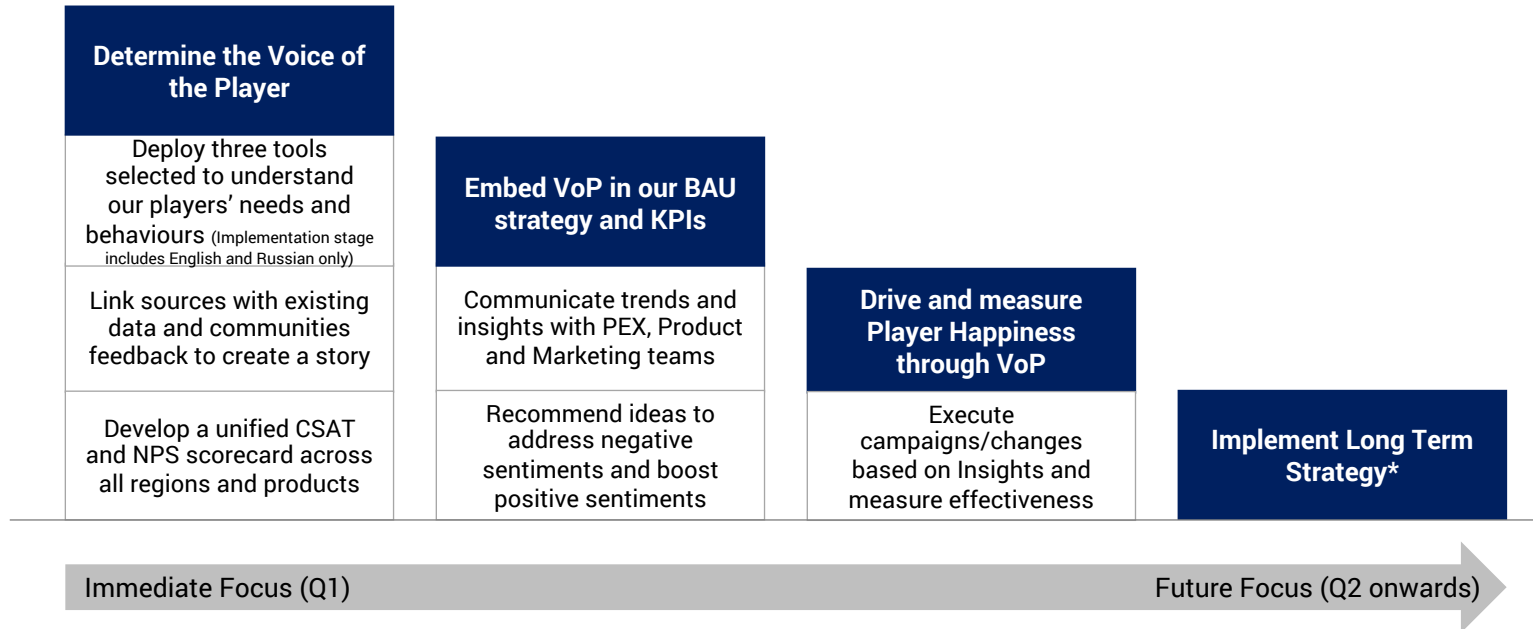
Combine all sources that our players use to chat in simple dashboards, to measure **sentiment**, understand **needs & behaviors** and compare vs our **main competitors, products and regions**

Dashboard example



Our strategy to define and implement the VoP

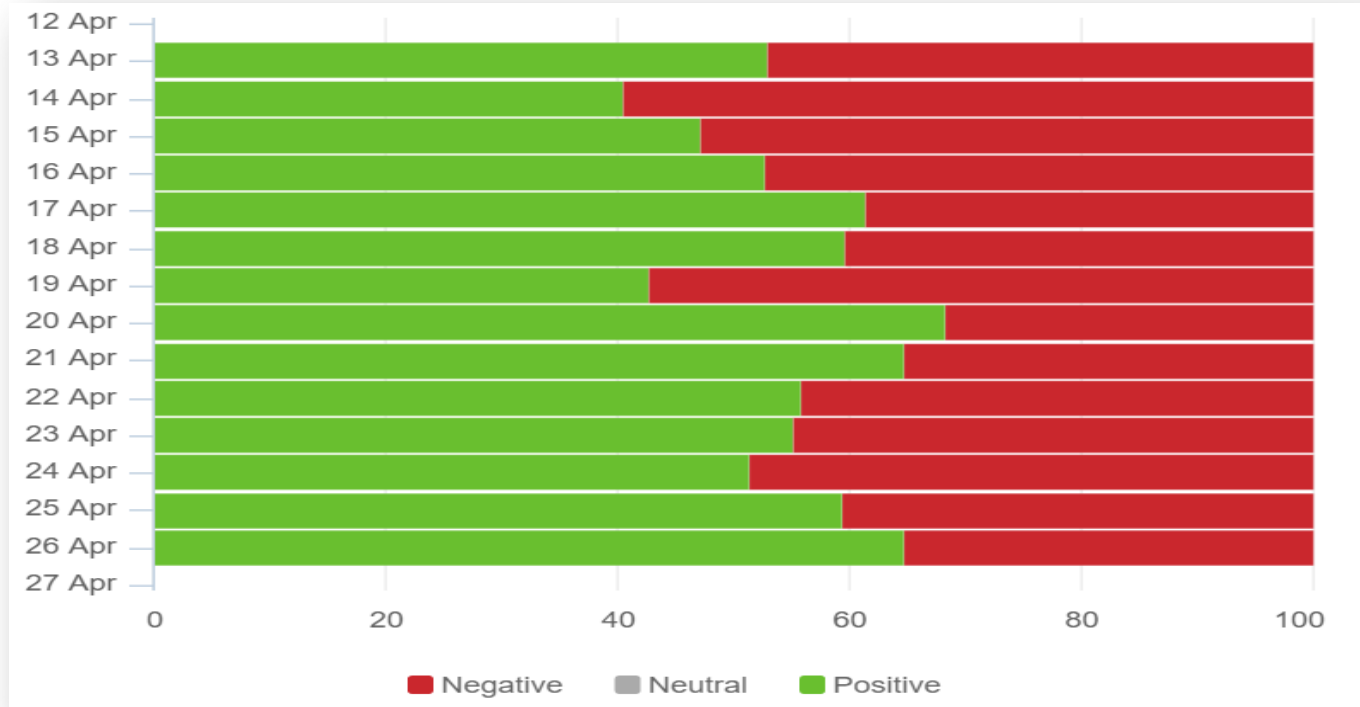
Introducing player insights to enhance and advance our BAU strategy and processes



**Long Term Strategy includes expanding the scope to cover all regions*

Driving the Community work

Driving Engagement and understanding Sentiment



THE WALKING DEAD

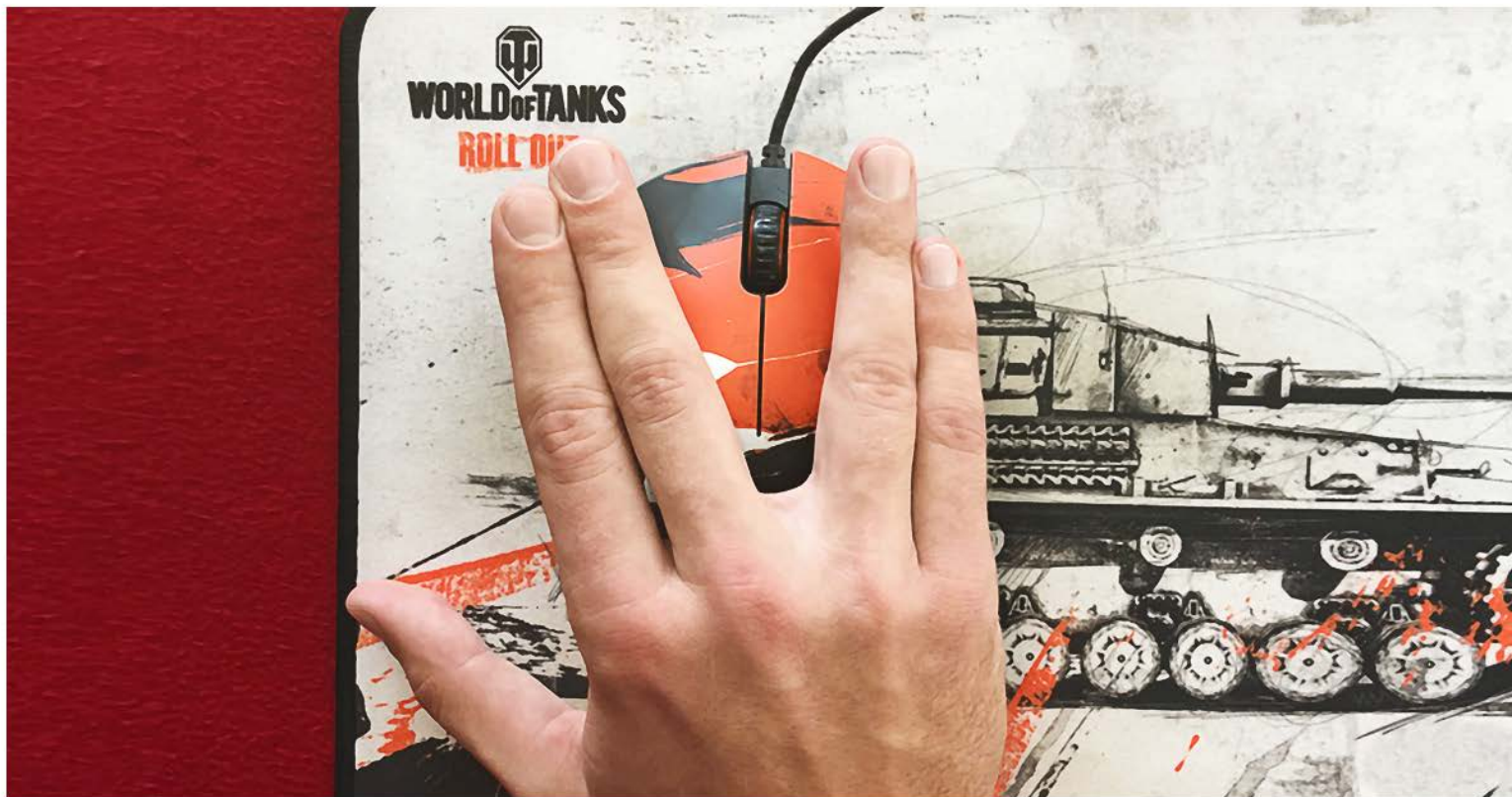
Trigger = Season premier; Target = WoT and Walking Dead fans



Best performing campaign (reach & engagement). Good audience fit & timing.

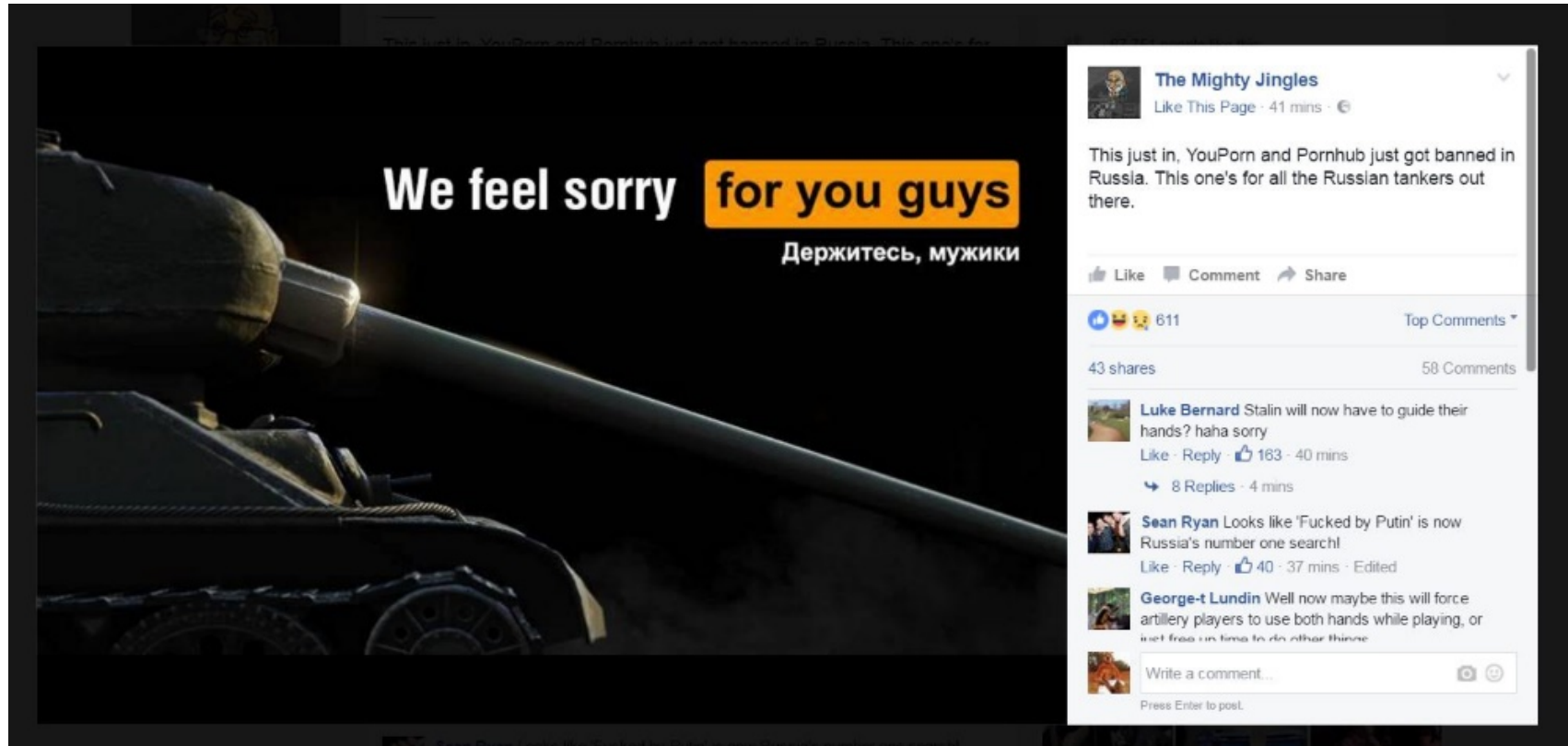
STAR TREK TURNS 50

Good Reach



PORNHUB & YOUPORN BANNED IN RUSSIA

Using our Influences to drive brand awareness



This just in, YouPorn and Pornhub just got banned in Russia. This one's for all the Russian tankers out there.

We feel sorry for you guys
Держитесь, мужики

The Mighty Jingles
Like This Page · 41 mins · 🌐

Like · Comment · Share

👍 😂 🤔 611 [Top Comments](#) ▾

43 shares 58 Comments

Luke Bernard Stalin will now have to guide their hands? haha sorry
Like · Reply · 👍 163 · 40 mins
↳ 8 Replies · 4 mins

Sean Ryan Looks like 'Fucked by Putin' is now Russia's number one search!
Like · Reply · 👍 40 · 37 mins · Edited

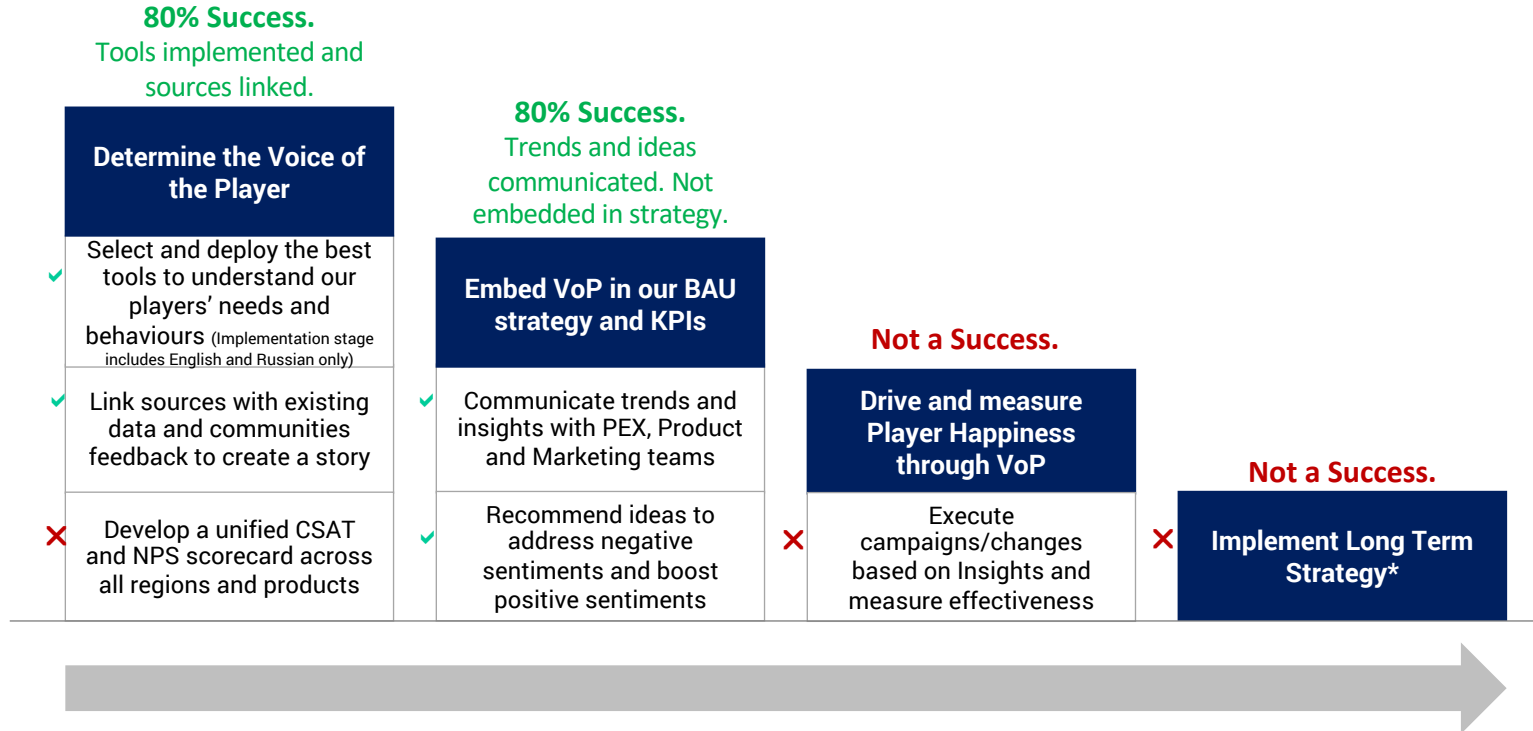
George-t Lundin Well now maybe this will force artillery players to use both hands while playing, or just free us time to do other things

Write a comment... 📷 😊

Press Enter to post.

Evaluating the success of our strategy to implement the VoP

Introducing player insights to enhance and advance our BAU strategy and processes



What went wrong?

We asked, observed and noted the successes and failures of this project.

STRATEGIC

- The idea was great, but the company was not ready for it.
 - Trust was not there.
 - Did not fit the culture.
 - Too global, too ambitious, too soon.

PRACTICAL

- We did not think about all languages we operate.
- People did not want to be part of the project.
- Tools were hard to use – no dedicated time in roles.

The project was closed.

The initiative was great, but it did not work.

- Spent days understanding products and how they work.
- Launched in small scale in Player Support.
- Involved different teams and stakeholders.
- Built on small successes.
- Communicated step by step and received feedback.



Q&A





Thank you for attending this session. This event will be available for on-demand replay.

