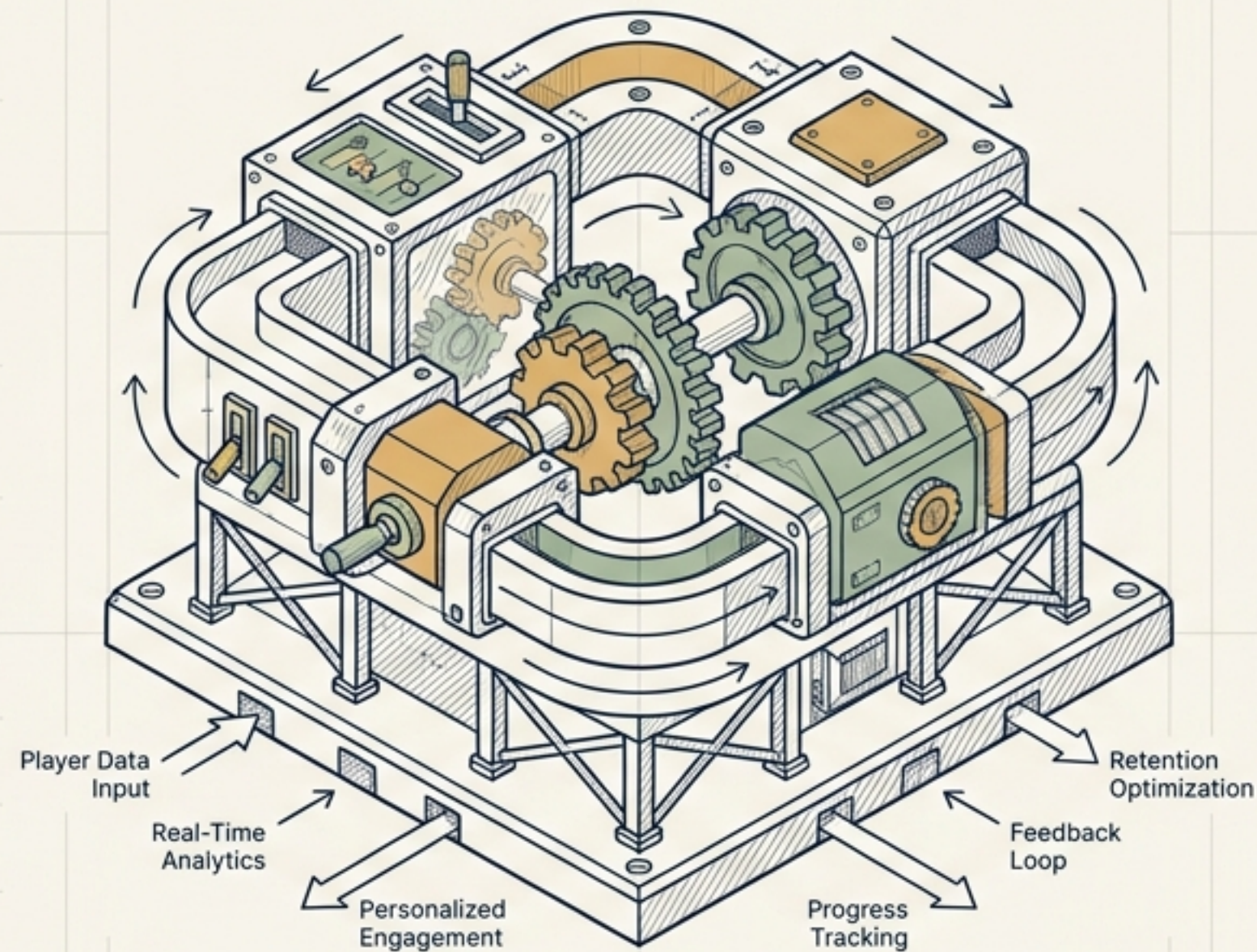


The Player Success Engine

Building a Proactive, Data-Driven Player Success System for Modern Gaming Studios



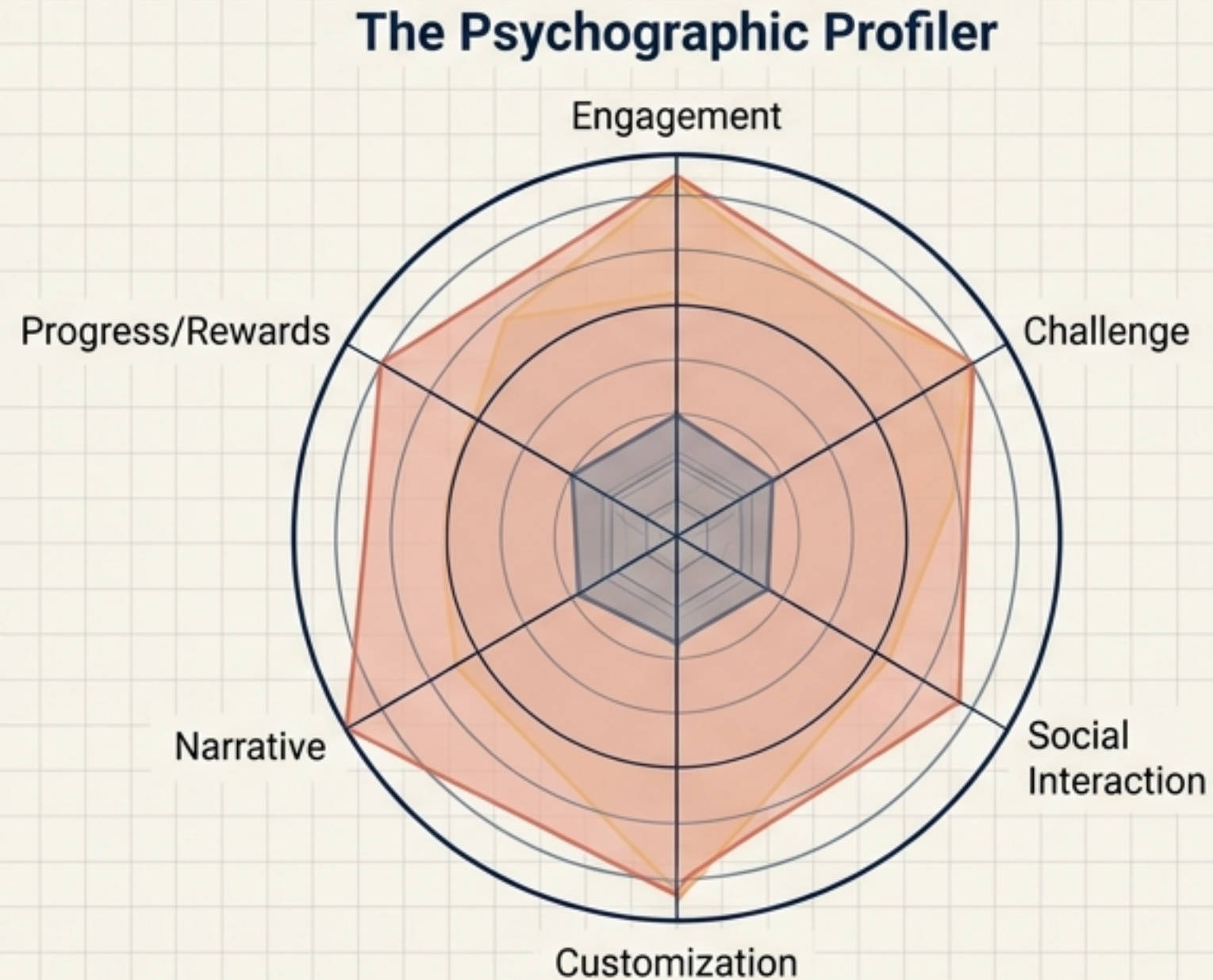
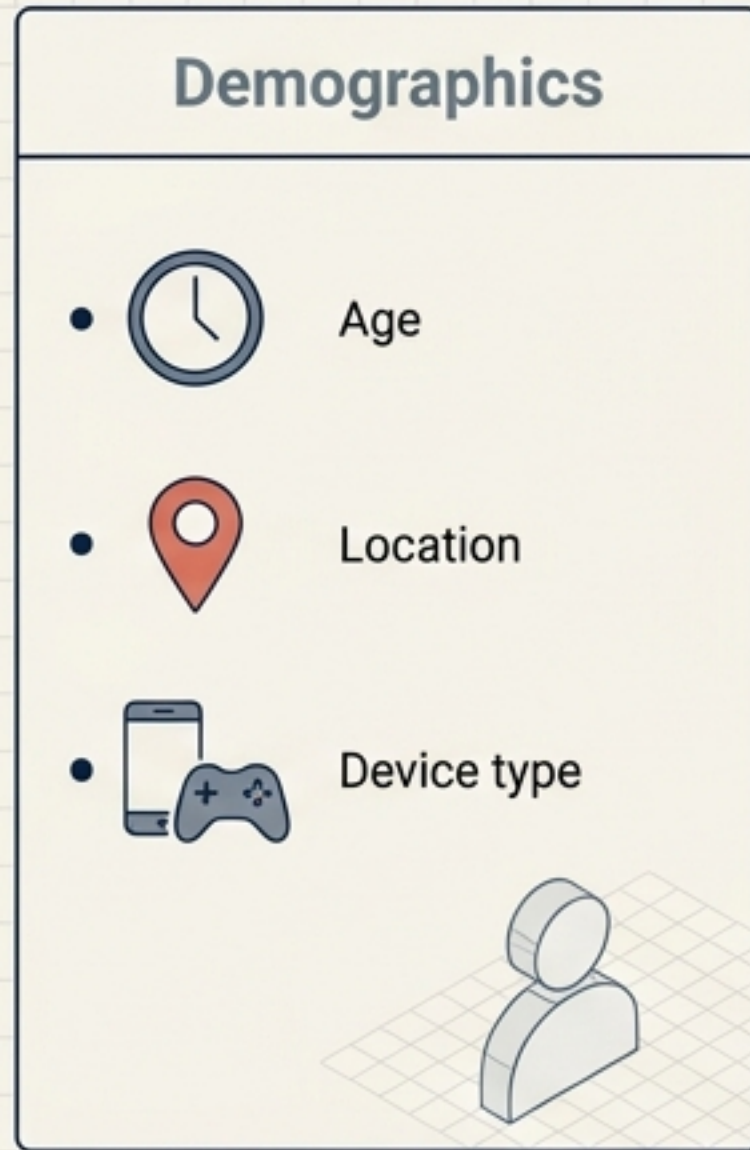
System Status: Active ☒

Phase: Strategic Blueprint ☐

Target: C-Suite & Product Leadership

Beyond Demographics: Mapping Player Psychographics

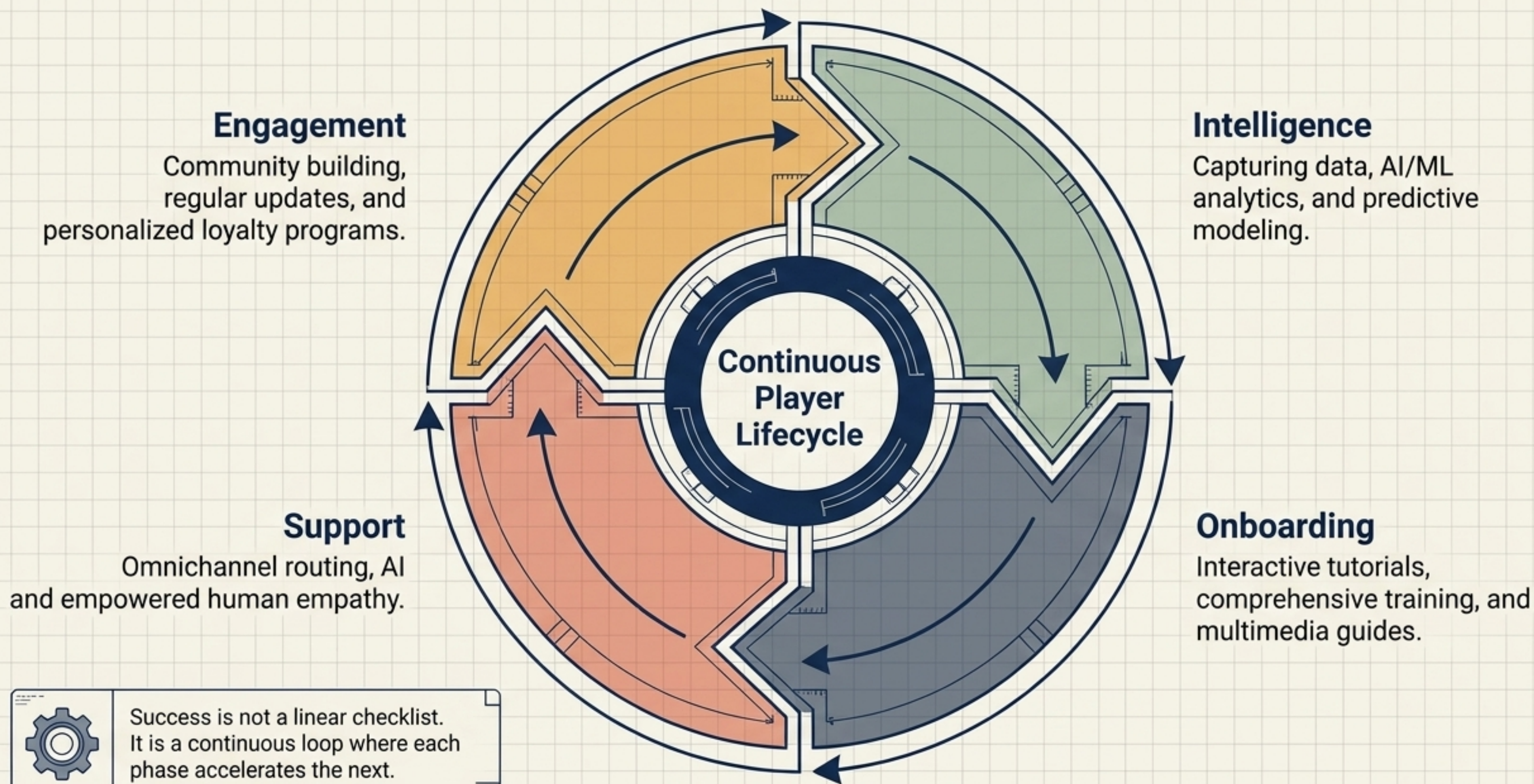
■ The Old Standard ■ The New Standard



Understanding customer needs requires diving into the psychographics of customers to tailor offerings, driving satisfaction and brand loyalty.



The Player Success Flywheel



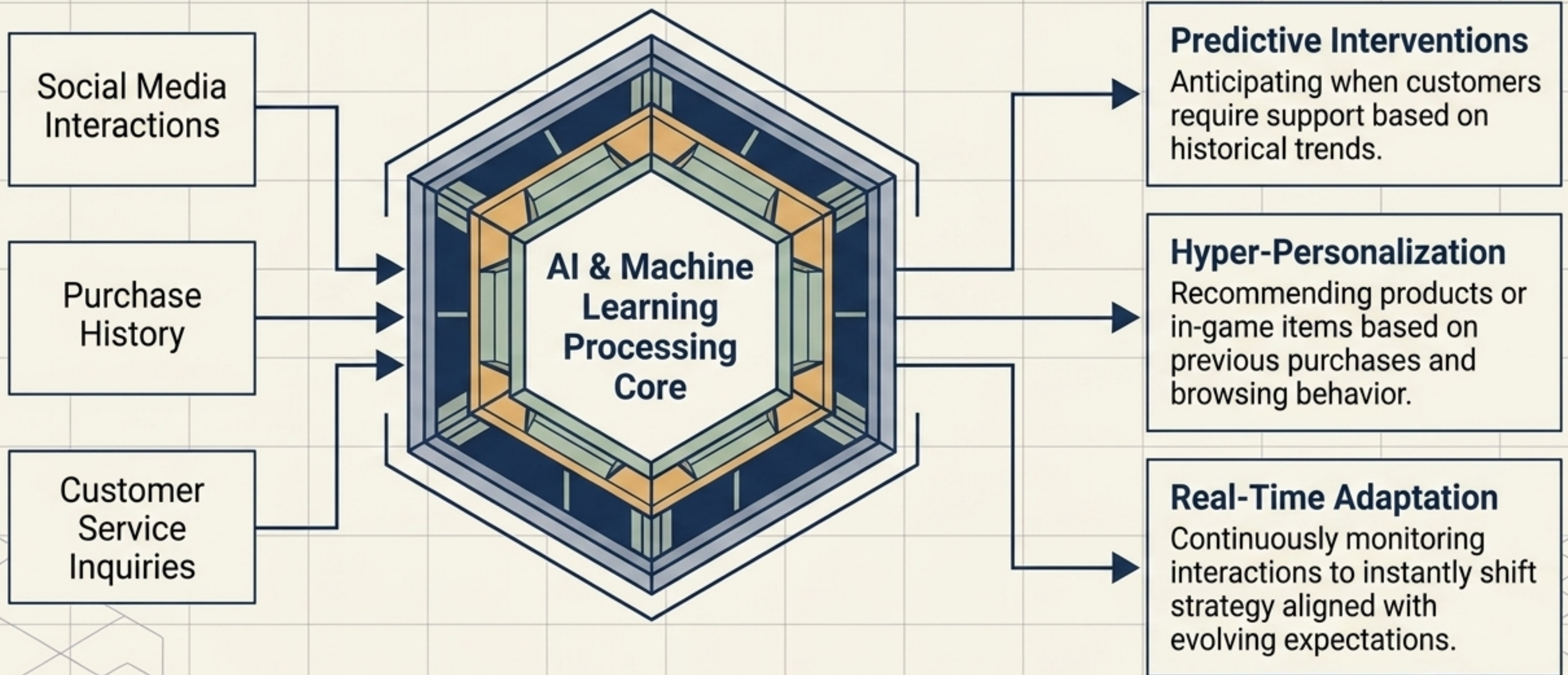
Evolution of the Success Model



Modern Player
Success

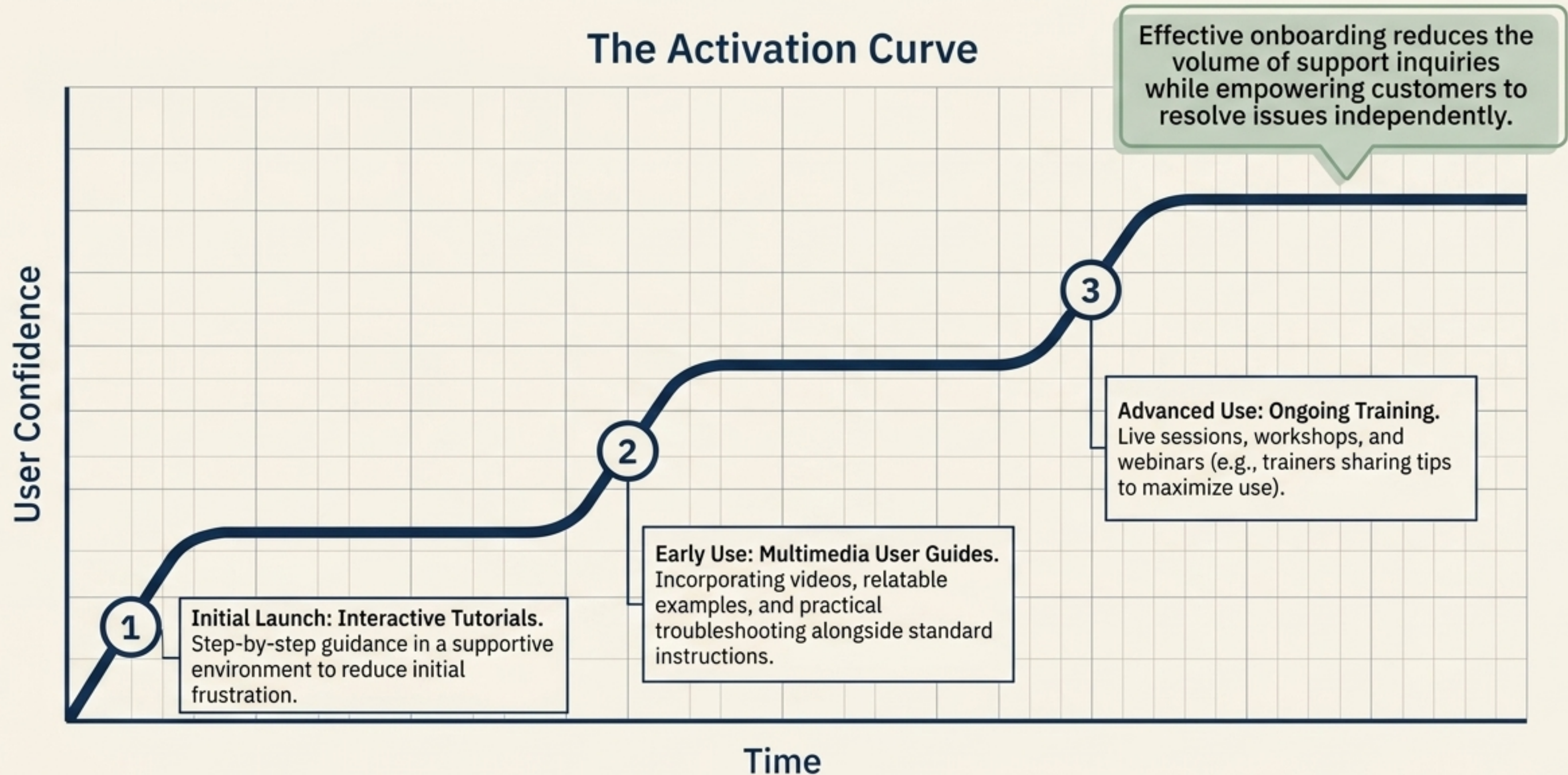
Category	Traditional	Modern
Data Utilization	Historical (Reviewing past tickets).	Predictive (AI/ML anticipating needs before they arise).
Support Style	Reactive (Waiting for complaints).	Proactive AI (Chatbots instantly handling shipping/status queries).
Onboarding	Static manuals and text guides.	Interactive ecosystems, multimedia video tutorials, and live webinars.
Resolution	Escalation-heavy, requiring managerial approval.	Frontline-empowered (Agents authorized to issue immediate refunds/replacements).

The Predictive Intelligence Engine



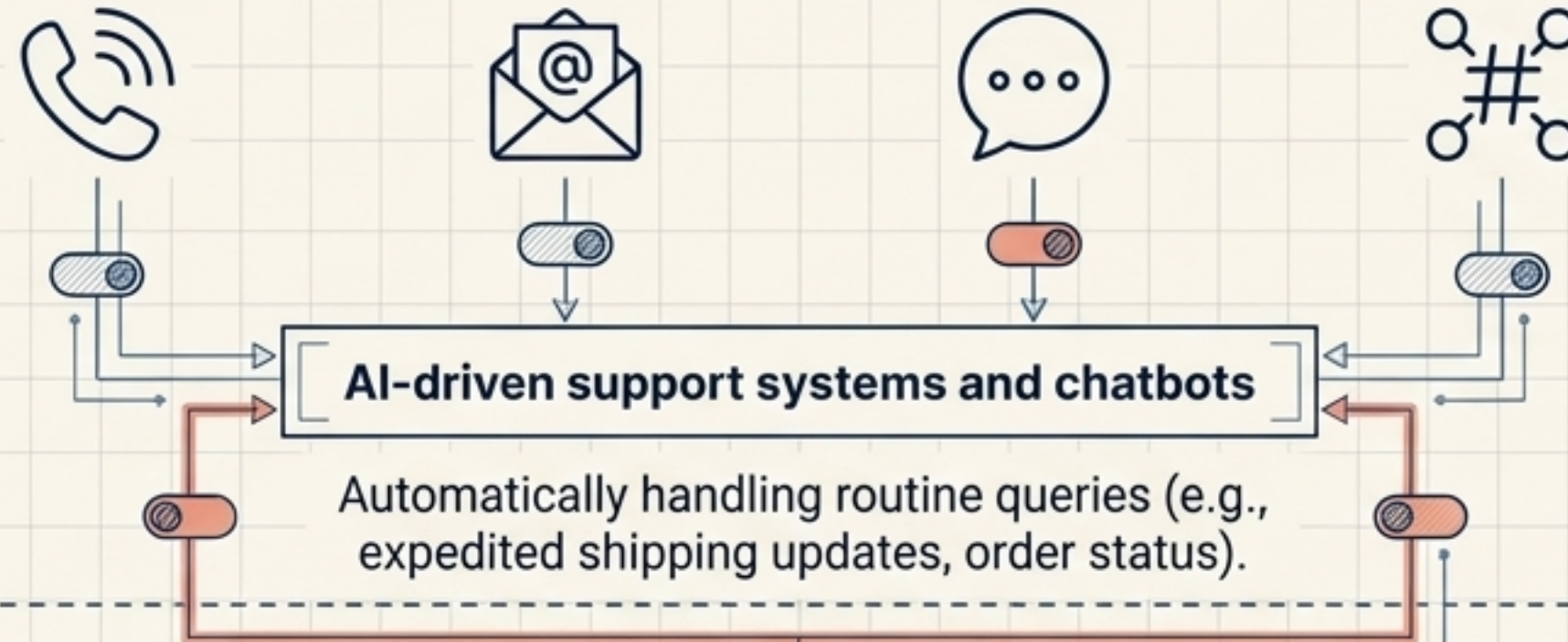
Driving Activation Through Structured Onboarding

The Activation Curve

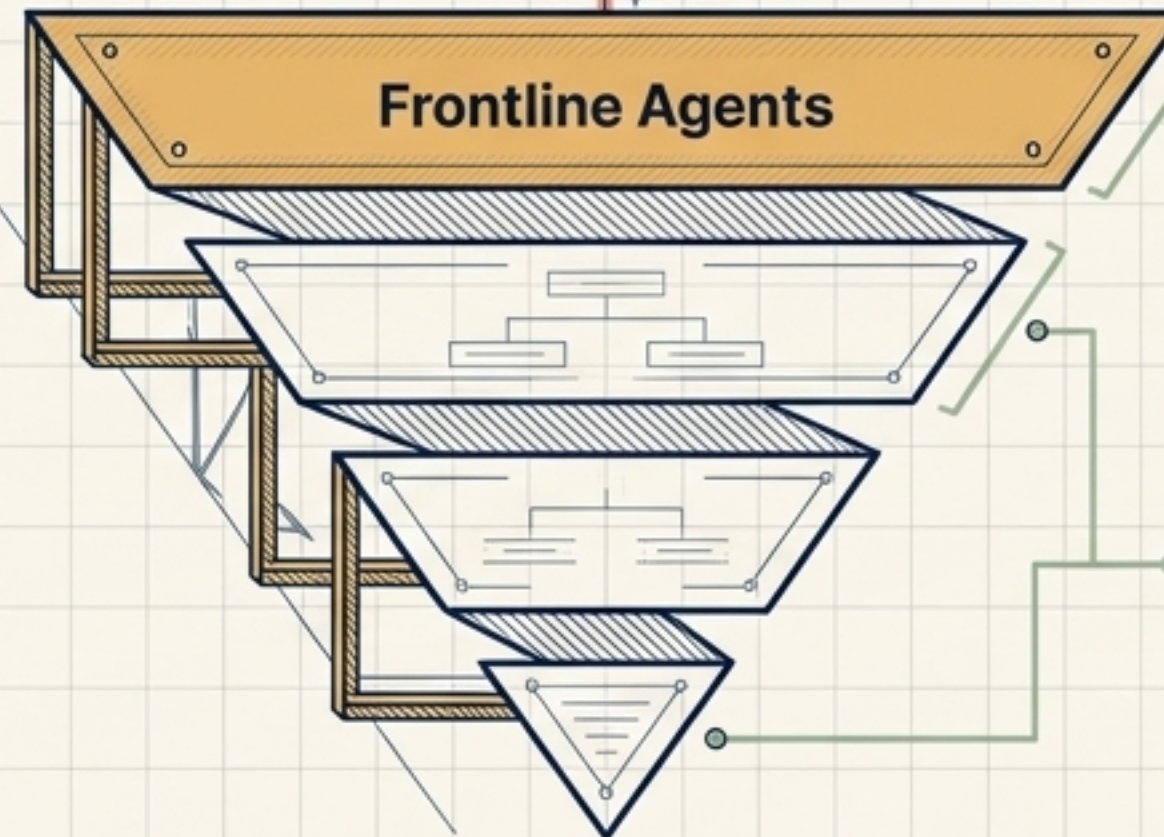


The Dual-Tier Support Architecture

**Technological
Efficiency**



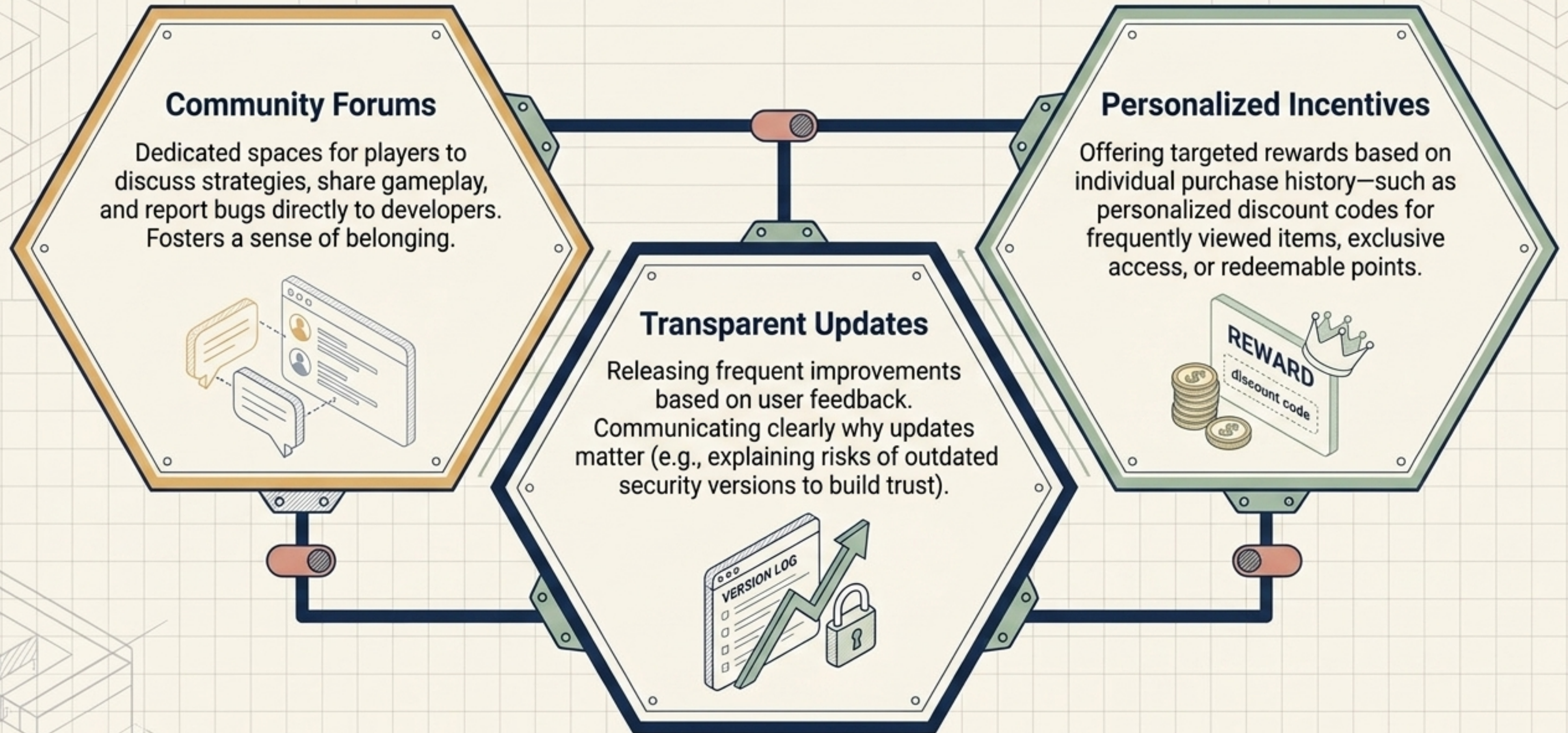
**Human Empathy
& Empowerment**



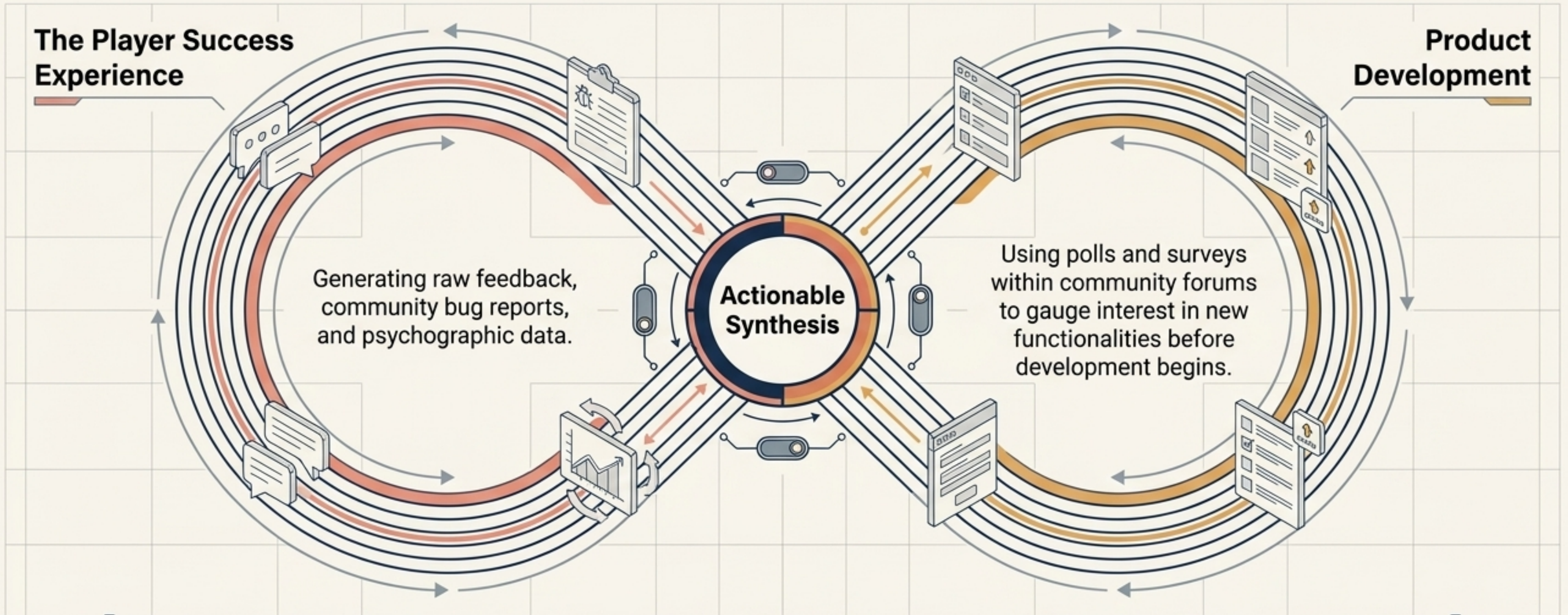
- Trained to recognize individual preferences via purchase history.

- Granted decision-making authority to offer immediate refunds or replacements without lengthy managerial approval processes.

The Community & Retention Module



The Infinite Development Loop



Customer Success is not a post-launch support department. It is an infinite feedback loop where predictive data and community feedback directly dictate the next cycle of product innovation.