



PUTTING PEOPLE FIRST

Keeping you in the game

The video game community has a global audience of more than two and a half billion people, almost one-third of the earth's total population. This is a consumer segment with disposable income for entertainment:



The average gamer is 34 years old, owns a house, and has kids.



More than half of players participate every day.



Revenue is three times more than the music industry and four times that of movies.

WHAT DO THEY WANT? **AS MUCH UPTIME AS POSSIBLE.**



KEY TRENDS

Mobile devices are the fastest-growing platform, though usage of PCs and dedicated consoles is also increasing. This has created a 'mobile first' scenario for production and testing, no surprise considering that more people own smartphones than toothbrushes. Other trends include:



CLOUD GAMING: the new frontier with easy upgrades since hardware is a moot point.



ESPORTS: a once-narrow demographic is now seeing year to year growth of 30%.



PCS & VR: pros play on PC, are early adopters of new tools, and set trends for recreational players.



STREAMING: streamed gaming has higher viewership than HBO, ESPN, Netflix, and Hulu combined.



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INDUSTRY CHALLENGES

A growing and increasingly diverse market demands fresh material. For the consumer, greater choice and competition are almost always beneficial. For game producers, the question is creating content that keeps an audience's attention for extended periods. Other challenges include:



CREATIVITY: consumer expectations of character development, graphics, and features keep rising.



MICRO-TRANSACTIONS: many games are free to play, but a series of optional items is often for sale during games. Virtual items live in 'loot boxes,' and proposed legislation seeks to ban them.



RULES REGARDING YOUNG PLAYERS: the World Health Organization includes 'gaming disorder' in its list of conditions, with 15-19-year olds especially vulnerable.



GROWING PAINS: the upward trend is leveling off. Mobile use in markets where gaming is most popular is nearing the saturation point.





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OUR EXPERTISE

Every time there are more sales or more product users, there are more demands for customer service. Players who contact the support team want back in the game. We have extensive expertise within the technology space, including web hosting companies, telecoms, and electronics makers. That gives us a working knowledge of the service-related issues that companies worry about: scalability to handle growth, flexibility for managing peak periods, consistent quality, and providing “wow” experiences.



Data analytics for real-time insight that enhances the customer experience and supports client business outcomes



We have been a leader through the digital transformation



Omnichannel proficiency – chat, voice, email, and social media



Retention expertise and a track record of generating new sales



Scalable support in onshore, offshore, and nearshore locations



An industry-standard training program for all new hires

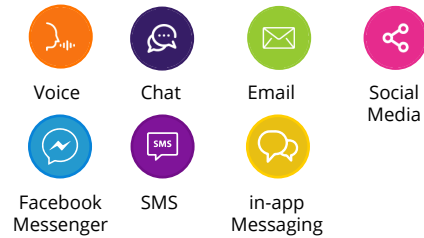
Have you ever been upset with a product or service but received a high level of service that resolved the issue and changed your view of the brand? We do that.



CLIENT BRIEF



Channels



Services

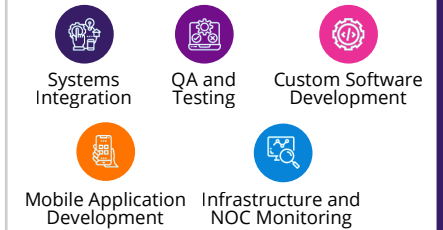
Customer Contact Outsourcing



Business Process Outsourcing



Technology Outsourcing



GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic.

To learn more about GlowTouch, visit: www.GlowTouch.com.

Certifications



Awards

