

# PKR Transforms the Gaming Experience with 24x7 Multilingual Chat

In order to capture the global gaming market, UK-based company PKR knew they had to deliver on both technology and customer service excellence. Though the visual gaming experience they offered was unparalleled, unlocking the ideal global customer support experience was a challenge.

The global nature of PKR's gaming audience meant that an English-only support structure was unacceptable. While awesome graphics and gameplay may be universal, PKR understood that their business would not be truly global with language as a barrier to customer service, brand loyalty, and revenue growth.

## BACKGROUND

Developed by some of the brightest stars in the video game and poker industries, PKR is a uniquely engaging and immersive avatar-based gaming system that features real-time 3D graphics, incredibly lush 3D environments, and virtually unlimited character options. PKR has quite simply revolutionized the way the game is played and in doing so, gained fans all over the world. What was required next was a customer service revolution.

## THE CHALLENGE

Like many companies, PKR utilizes chat-based support to quickly and efficiently manage and monitor customer service. However, PKR was finding it difficult—if not impossible—to always match foreign language demand with agent availability. This mismatch was leading to long wait times, dissatisfied customers and even account cancellations. PKR recognized that the problem would only intensify as it sought to expand into new markets.

Limiting or removing chat as a support channel was not an option. For gaming companies and their customers, chat is the most effective support option. Chat agents facilitate customer onboarding as well as the critical transition from free to paid accounts. There was no way PKR could give up chat support. But hiring several multilingual agents or multiple native-speaking agents in each target country would be expensive, unwieldy, and would not meet demand. What could be done?

## WHAT MAKES CHAT A WINNER?

For gaming companies like PKR, chat is the preferred service channel. It beats other channels on most metrics:

- + **ROI:** more cost-effective than telephone support
- + **Efficiency:** a single customer service representative can run 2-3 chats at once, as opposed to one phone call
- + **Consistency:** 40-60% of an agent's chat responses can be pre-populated, which means greater predictability
- + **Ease-of-use:** It's easy to incorporate in-game/in-platform
- + **Influence:** On-demand and proactive abilities—critical to upgrading free accounts
- + **Clarity:** Text-based communication is less ambiguous than voice
- + **Accountability:** Chat enables transcripts for quality and audit purposes

## THE SOLUTION

PKR needed a scalable, multilingual chat solution that would enable any agent to resolve Level 1 customer issues with minimal wait times, regardless of the customer's native language. For PKR, every unresolved service issue represented customer dissatisfaction, brand erosion, and potential loss of revenue.

Luckily, PKR found its own game-changer in GeoFluent Chat by Lionbridge, the world's leader in translation and localization services.

The concept of GeoFluent Chat is simple: chat text is translated transparently and in real-time, from within the company's existing chat application, so that the agent and the customer are always chatting in their respective native language. This unique approach to instant translation combines Lionbridge's localization expertise with Microsoft Translator<sup>™</sup> - the industry's leading machine translation (MT) engine. The result is a user-friendly, cloud-based solution that acts as an off-the-shelf plug-in for all major chat applications.

## DEPLOYING GEOFLUENT CHAT

In 2012, the Lionbridge team partnered with PKR to deploy GeoFluent Chat in French and Italian. In a matter of months, English-speaking PKR chat agents were seamlessly connecting with French- and Italian-speaking gamers. In 2013, PKR added German, Danish, Russian, and Spanish as supported languages. As the languages were added, PKR utilized GeoFluent's built-in capabilities to manage variations common in text-based communication: typos, slang, shorthand, and in particular, gaming-centric language. With minimal effort on the PKR side, Lionbridge delivered real-time chat translation for PKR's global customers, meeting the original goals of:

- + **Reducing wait times** in order to delight customers in a highly competitive marketplace
- + **Matching demand for foreign language support** with available resources
- + **Supporting more languages, more cost-effectively** when entering new markets

At the outset, PKR understood that their industry differentiator was a unique combination of visual technical achievement and customer service excellence. GeoFluent Chat was the ideal technology enabler for PKR, giving them a true edge in building lasting customer relationships.

## THE IMPACT OF LANGUAGE ONLINE

As internet access expands globally, fewer users are native English speakers, and this has a tremendous impact on their engagement with your brand.

### Consider this:

- + **28% of online users speak English**
- + **75% of non-English speakers will not buy from an English-only site**
- + **20% of non-English speakers are comfortable with English-only support**

## LEVERAGING GEOFLUENT FOR CUSTOMER ENGAGEMENT AND COST SAVINGS

Since its implementation, GeoFluent chats have comprised 62% of total French language chats, 72% of German language chats, and 100% of Italian, Spanish, and Russian chats.

## IN 2013, JUST 16 PKR AGENTS USED GEOFLUENT TO MANAGE OVER 28,000 MULTILINGUAL CHATS

With 24x7 multilingual chat support powered by GeoFluent, PKR has launched a customer service revolution worthy of their amazing technology.

With GeoFluent Chat, PKR has achieved the following:

- + **30% savings in hiring chat agents**
- + **35% decrease in wait times**
- + **Enabled all customers to chat in real-time** with support staff regardless of language preference
- + **Stabilized** customer satisfaction ratings
- + **Flexibility** in shift structuring
- + **Eliminated overtime costs** to cover language gaps

PKR took on the challenge of understanding their global client base, their distinct support needs, and how to deliver across cultures. Their commitment to supporting every customer has fueled their growth and secured their status as a global gaming leader, positioning them to beat the competition at every level.

“GeoFluent Chat has given us the ability to delight our customers by providing them with immediate support in their language, with quality that meets their needs and a cost and integration model that meets our needs.”

-Victoria Doman  
Head of Client Services  
PKR Technologies, LTD

## ABOUT LIONBRIDGE

Lionbridge enables more than 800 world-leading brands to increase market share, speed product adoption and effectively engage customers in local markets worldwide. Using innovative cloud technology platforms, we help overcome global communication challenges with translation solutions specifically designed for crucial customer touch points.

GeoFluent by Lionbridge enables companies to engage with global customers with a real-time, translation solution for online communities and chat. Reduce support costs, expand your global reach and improve call center productivity.

To learn more visit  
[www.lionbridge.com](http://www.lionbridge.com) and  
[www.geofluent.com](http://www.geofluent.com)