
TRAVIAN: LEGENDS ON TOUR 2018

CUSTOMER SERVICE WORKSHOP

PLAYER BASE + EXTRA

- Players express general dissatisfaction with customer service, sharing many of their personal experiences and of friends/other players.

Points mentioned:

- o Feel disrespected, as if they're being spoken to if they were a child, despite the typical player being mature. Suggests creating a player persona and placing in the offices of CSRs so they have an idea of who they may be speaking to.
 - o Avoids contacting support all together, due to negative experiences.
 - o Seems like support responses are predefined answers, not personalized enough.
 - o Feels like their ticket always is forwarded, prolonging the time until resolved. Too much "ping-pong"
 - TG: We're sorry for the few cases where ping-ponging occurs. The average number of responses before a case is resolved is 1.5; this is a standard KPI benchmark in the customer service industry. Regardless of that, our goal is of course to improve and reduce the amount of ping-ponging wherever possible.
 - o Suspects the answers which are given are incorrect, staff uninformed.
 - o Believes support needs basic training for complaint management
 - o Would like customer support to be more friendly
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- Players share their stories of banning disputes/Unfair banning
 - o Takes too long to resolve unfair banning, ping-pong effect prolongs the issue.
 - o Many anecdotes of players which were unfairly banned. Some of them very loyal but quit because of this.
 - o Feels like the process to ban a player is not stringent enough, bans are too readily applied without enough evidence
 - TG: We have a system in place that recognizes bot behavior which ordinarily, bans only if enough evidence can be found in the gathered data. Yet we agree that our bot detection tools need to be constantly revised and updated, even though we cannot discuss the details behind the system.
 - o When a player is banned, there's no explanation. Requests for better communication. Especially for bot/script cases.
 - TG: Data protection laws can limit when explaining bot/script use. Also cannot explain bot banning system too detailed as it may expose vulnerabilities.
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- Forum Related:
 - o Suggests encouraging more TG staff to use forums, read + reply to improve communication

- Feels that forum moderation team is uninformed and don't have the answers, though they want to help.
- Slow going in the right direction. There were a lot of issues with a new CM who was too passive for a recent issue (UK forum)

Off topic discussions/Player suggestions:

- Suggest utilizing alliance leaders as a resource. They are respected, and players listen to them
- On COM server especially, there can be language barrier issues with support staff. Suggests a process for players with difficulty to delegate rights to another, such as a trusted player with the language skills to act on behalf.
- Suggests changing the artifact spawn time to a time to a time not so early so staff can react to spawning issues faster.

Conclusion

TG:

- Overall, we appreciate all the feedback and acknowledge there's huge room for improvement. Everything is a work in progress
- Agree that more training is required, though this takes time.
- Understand the frustrations with poor MH service and empathize that we also experienced this as players ourselves. We even played undercover to test the support
- Acknowledge room for improvement in changelogs to improve CM knowledge, especially in translations
- Acknowledge that incorrect bans are hurting our player base
- Update of our communication guidelines for staff after evaluation of points raised
- Though it may not seem like an apt recommendation, clearing cache and cookies solve a significant percentage of support tickets!

TRAINING FOR MULTIHUNTERS

Several players share experiences of MHs not having the training needed to provide support.

- Claims they didn't have knowledge to provide support of new game features/annual special
- MH quality is different across the different domains, needs quality control
- Punishment differs across each domain
 - TG: Noticed this in the past and have recently implemented global guidelines for punishments and customer service

Players express their frustrations with Rule 1.1 and its ambiguity

- TG: Acknowledge this is not a good rule without clearly stating what is allowed and what isn't, making it difficult to enforce.
- This rule is causing a lot of unfair punishment due to it not being clear to players and staff
- It's impossible to define "play for your own benefit" in a team game.
- Players feel that this rule should be changed/removed
- Cannot define each and every specific case as it will destroy gameplay

Player accounts of MHs banning players and not answering the disputed ticket until just under 24 hours (so it stays within guaranteed response time). You are banned, then the MH is immediately offline.

- Please make response time faster.
- Feels like this is done on purpose
- Other players receive a response from the same MH faster

Conclusion

TG:

- We're surprised by the reports of lack of training of MH as there are training programs in place.
- Each ban's punishment differs due to a number of variables such as population, repeat offenders, etc. So, it may seem like the punishments are unfair when you directly compare cases.
- The clear problem with Rule 1.1, several topics to be aware of regarding this, training side, technical side. Regardless, it needs to be clearer/removed.
- We acknowledge that response time, especially on banned account cases needs to be quicker.

PRESENTATION OF PERFORMANCE NUMBERS

TG shares a brief internal presentation of customer service KPI report to the players.

Most discussed was the 5:15hr average overall response time.

TG: Acknowledges that it will be interesting to see the average response time of banned account related tickets and separate this from the overall data.

ZERO VISIBILITY OF SUPPORT TEAM

- Players would like to have CSRs on forums as well, to assist with communication, understanding community issues
- Players want more transparency of the department, information/KPIs/owning up to mistakes. More information in general.

Conclusion:

TG:

- Will consider the move towards more CSR presence on the forums
- Recently have been spending more energy in the transparency of the department. Acknowledges that more is needed.

STRONGER PUNISHMENT FOR PLAYERS WHO BREAK THE RULES

- Please also punish the player who benefits from bots, from the players' experience, the main beneficiary doesn't receive a harsh enough punishment if any at all.
- Rumors of bot usage punishment is reduced
 - o TG: Many variables are involved which affects the level of punishment, which caused this rumor. Each case is different.
- Would like the players who multiaccount given harsher punishment.
- Suggest having a history of accounts with notes for internal use.

TG:

- Acknowledge that multiaccounting needs to be punished harsher overall, however, we need to consider to what severity the punishment is for new players. We need to find a balance.
- Working on a global account to keep track of past and present rule violations.