



AMBER

CREATING AN IMMERSIVE PLAYER SUPPORT EXPERIENCE

Why it's the best long-term investment you can make
for your game community.

THE PLAYER EXPERIENCE **DOES NOT STOP** WHEN THE GAME ENDS.

In today's live-service landscape, every interaction counts, and **Player Support has become an essential part of that experience.**

Support has evolved from a reactive role into a proactive opportunity to build trust, foster loyalty, and create a sense of belonging.



This whitepaper explores how creating an immersive Player Support experience transforms service into storytelling, turning everyday interactions into meaningful connections.

It also **shows why investing in this approach is one of the smartest decisions** a studio can make for the long-term health of its community and brand.

According to Grand View Research,

"THE GLOBAL VIDEO GAME MARKET SIZE WAS ESTIMATED AT USD 217.06 BILLION IN 2022 AND IS EXPECTED TO GROW AT A COMPOUND ANNUAL GROWTH RATE (CAGR) OF 13.4% FROM 2023 TO 2030".



They attribute the growth of the gaming industry to an ongoing trend of online gaming, the emergence of high bandwidth network connectivity, the continuous demand for 3D games, and an upsurge in the penetration of smartphones (technologically advanced and more powerful smartphones at that) that have made video games more accessible, portable, and social.

SO, IN A VERY COMPETITIVE MARKET, HOW DO YOU **MAKE YOUR GAME STAND OUT?**

Communication with the community is what creates a bond between the developers of the game and their players, as well as a sense of community, **a safe space where the players can discuss** their favorite game and get help to continue to play the game without issues.

Reported bugs from the player base will reach the development team through the Player Support team, which not only helps improve the experience but also offers a behind-the-scenes look to players, making them feel involved and fostering loyalty.



Your game can stand out against other games if you cultivate a safe space where the player base is very connected to your Player Support team and, therefore, reaching out to Support becomes an immersive experience they cannot find in other places. **The Player Support team should be an extension of the game** that allows the players to be fully immersed in the world of your game.

Additionally, having a Player Support team that reflects the vision and values of the company and that puts a focus on the players and their experience will **enhance their desire to support the company because they trust it** and they like how it makes them feel as active contributors of their games. Furthermore, growing a loyal community of players will increase the success of your next titles.

WHAT STEPS CAN YOU TAKE TO CREATE AN IMMERSIVE PLAYER SUPPORT EXPERIENCE?

To create a connection with your player base through storytelling and worldbuilding based on your game's lore you need to get your Player Support team ready for this challenge. Here are a few suggestions on how to do that:

1 DEFINE THE TONE OF YOUR PLAYER SUPPORT TEAM



Start by thinking about what type of tone you want your Player Support team to adopt. You can adapt it based on the type of game, its lore (see section 2) and your company's vision and values.

Player Support agents need to understand the vision and values that define the interactions they will have with the community.

They need to know how to juggle between these tones and what you deem appropriate as representative of your company and game.

The interaction can be friendly, helpful, whimsical, creative, playful or it can be rich in storytelling; perhaps you'd prefer a more serious tone combined with a helpful attitude. The options are endless, and the fun part is you get to decide.

2 DEFINE THE LORE OF THE GAME



It's very important that your Player Support team is as immersed in the world of your game as your community is. Your Player Support agents should also be gamers and fans of your game or its genre.

They should easily recognize the behavior described by your players because they have been in their shoes.

Empowered with additional game information provided by your developers, your team will become subject matter experts in terms of gameplay.

Don't forget to clarify the framework with your team: Player Support agents need to understand what information can be shared with the community and what players need to discover on their own.

Support your agents to roleplay as characters from your games or unseen helpers of these characters. Create complex personality cards for each character so agents can mimic their style easily.

Let's imagine an online farming game with a mystery storyline where the player asks for support. Agents could combine lore elements from the mystery plot with the farming elements in a tone that is mysterious and cozy, addressing the player as follows:

Hello, Crop Farmer! Thank you for taking care of our Village. Your dedication to work the land and to create a beautiful landscape for our townfolks is greatly appreciated. I see you've uncovered a mystery while helping your neighbor, a forgotten secret waiting to be revealed. To find your next clue, you should consider paying a visit to the Forest Guardian, they will share a long-lost legend that might give an idea on what to explore next. Have a bountiful harvest!

3 KNOW YOUR COMMUNITY

The next step is to gauge the community reactions to this immersive approach.

Gather CSAT (Customer Satisfaction Score) data, compare it to your previous results and then decide what seems to work for your team and community.

Listen to players' feedback, create dedicated surveys to evaluate the tone of the interactions between Player Support and your players.

In time, the community will teach you what they like.

4 PERSONALIZATION



Players don't want to feel like they are not special or that their input is not prioritized. With clearly defined processes and learning from trial and error, your Player Support team will be able to improve and personalize responses to players on a case-by-case basis, making them feel seen, heard and valued. They will feel that their experience is unique. Your community will become happier and more inclined to engage and support your game.

Let's get back to the imaginary farming game, let's imagine a player requests a new feature that allows players to sell their crops to other players to make use of resources they farm but don't use in their usual gameplay. The message an Agent sends to this player should be personalized for this player's needs and experience with the game.

Hello, neighbor! The Town is a better place since you joined us. I understand you're interested in selling your leftover produce to your fellow farmers.

Strengthening relationships with other townfolks by means of trade is a great idea. Additionally, helping others while making sure your produce is being spent in the best way, without any waste, is exactly in the spirit of our Town. I'll make sure to pass your request to the mayor and they'll review your suggestion.

The Town might not be ready for such a big endeavor at this time, but rest assured your proposal will reach the Village Head. Until then I wish you plentiful harvests. The new Festival is upon us, I look forward to your stand.

TAKING IT **TO THE NEXT LEVEL**

With the rise of AI and modernized solutions such as Automations, Custom Bots, Smart Intents, etc. the focus on human interaction and personal touch is dwindling in Customer and Player Support.

Here at Amber, we believe that these modernized solutions are tools to assist the human Player Support Team.

We believe that player loyalty is obtained combining modern and efficient tools with a support experience focused on human connections and inter-personal relationships.



When Amber integrated lore-based responses into support for a major RPG title, perfect CSAT scores rose by 54%. For this reason, we aim to help our partners by using available tools to boost agents' efficiency in a way that preserves what is most important when people are looking out for help: empathy.

KEY TAKEAWAYS:

WHY IMMERSIVE PLAYER SUPPORT MATTERS

Retention starts with connection.

Players stay loyal to games that make them feel heard, understood, and part of something bigger.

Immersion builds trust.

When support reflects the game's lore and personality, every ticket becomes a chance to reinforce the world your players love.

Empathy drives measurable results.

Creative, lore-based interactions have been proven to lift satisfaction scores and reduce churn.

Technology is an ally, not a replacement.

Smart tools and automation should enhance human touch, not erase it.

Community loyalty is long-term equity.

A strong support experience today ensures a stronger launch for your next title tomorrow.



HOW AMBER CAN HELP

- 🔑 **Tailored Support Strategies:** We design Player Support frameworks that align with your game's tone, lore, and community identity.
- 🔑 **Training for Immersive Communication:** Our specialists coach support teams to deliver personalized, lore-driven interactions that feel like part of the game.
- 🔑 **Data-Driven Insights:** We track CSAT and player feedback to identify what resonates with your community and where improvements matter most.
- 🔑 **Human-Centric Automation:** We prioritize the human, empathetic core of Player Support while remaining open to integrating AI and automation tools when partners see this as the right solution.
- 🔑 **End-to-End Partnership:** We help studios build a Player Support ecosystem that grows alongside their audience.

AMBER

AMBER is an international, preferred game development partner specializing in a diverse range of platforms and genres.

We are evolving the art and science of play by operating on a scaled-up, vertically integrated organizational model to achieve mastery in the full set of game development specializations.

Our global network of multidisciplinary studios functions like an integrated hub, offering a full range of turn-key product development solutions, including concept-to-delivery game production, live operations, co-development, art production, and support services such as QA or localization.

We have deep expertise in product development, cross-platform deployment, parallel launch strategies, user experience optimization, free-to-play monetization systems, data science, live operations, and more.

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