CASE STUDY

Product Madness and Alchemer

Leveling Up Player Support

Product Madness is one of the leading digital social casino games providers globally, with three of the top games in their category – Cashman Casino, Lightning Link Casino, and Heart of Vegas Casino. Keeping customers happy is core to their business; however, they were dealing with an unwieldy NPS® program that made anything more than a quarterly Net Promoter® Score (NPS) survey impossible.

"I used to dread creating NPS reports because it would take me hours to manually export the data from SurveyMonkey to Excel and then create the charts," said Joana Freitas, VIP Support Manager at Product Madness. "With Alchemer, it is literally the click of a button, change the dates I want to review, click export, and I've got a PowerPoint presentation with all the charts and everything I need."

INTEGRATED RESULTS

Product Madness' previous NPS survey was not only limited to a quarterly process, but it wasn't integrated with their internal systems. This meant that all responses were anonymous, so the results could not easily be segmented by player groups. With the Alchemer Activated VoC Solution, Product Madness moved to an ongoing NPS survey. They also integrated their NPS results with their custom CRM and their Player Profile database. When the VIP Support team opens a player profile, they can see their current NPS, their last two scores, and their open-text responses.

Product Madness can easily associate players with their response because the survey has been configured to capture the unique player ID, without the player ever having to identify themselves in the survey by entering name and email. This helps improve response rates and ensures that a Product Madness team member can identify and personally reach out to a player based upon their response.

They also integrated the Activated VoC Solution with their Slack messaging system. They have unique Slack channels for the VIP team to closely monitor responses by game and by answer. They can immediately respond to low scores, and they can respond to trigger words.

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> **Joana Freitas,**
> VIP Support Manager
> Product Madness

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Joana Freitas,
VIP Support Manager
Product Madness

RETAINING PLAYERS

"We can see so much more information than we could before," said Joana. When a VIP Support team member opens a player's profile, they see the player's current NPS, their level of experience in the game, other games they play, and quotes from their open-text responses to the last NPS survey. That way, the VIP Support team can quickly determine how best to help each player. "With this much information, we can retain more new players, which is very important," added Joana. "One thing we learned through our new NPS surveys is that early life players were getting confused about how the game works. So, we added informational articles to help them become better players."

CUSTOMIZED NPS BY EXPERIENCE

Each NPS survey is embedded within the respective game and is shown as a pop-up. Each survey is also branded with the correct game. New players are automatically shown the early life survey, more experienced players are shown the active-player survey.

As part of the early and active life surveys, players are asked to provide feedback in their own words. Using Alchemer's open-text analysis, the team can see the areas for improvement and areas of satisfaction. With open-text analysis, the VIP Support team can see the keywords and sort them into buckets for further examination.

SUPPORTING COMPANY INITIATIVES

One of the challenges of offering social casino games is being socially responsible about caring for their players. Today, Product Madness is at the forefront of responsible game play; As part of their company-wide initiative, the VIP Support team has set up trigger warnings in their NPS solution to send a Slack message to their responsible game play channel if somebody uses trigger words, such as "addiction" in their open text answers. This alerts the support team to contact the player and take necessary action in line with their Responsible game play policy.

UP & RUNNING IN UNDER A QUARTER

From the time of the initial kickoff to when the Activated VoC Solution was actively collecting feedback was about one quarter. "We had our first conversation just before the holiday break," said Joana. "And we were up and running in March. It was very quick."

One of the reasons it was so quick to launch is that there is no heavy implementation involved. Alchemer's onboarding services team developed a tailored coaching plan that guided Joana through configuring and optimizing the Activated VoC Solution to meet Product Madness's requirements and goals. In addition, Alchemer's Open REST API and extensive documentation provided for a straightforward integration with their custom CRM.

"We would coach Joana on a topic, show her how to do it, and she picked it up so fast," added Vanessa Bagnato, Director of Product Marketing at Alchemer. "Then when we would meet again, she would ask questions, we'd review her work, and we'd keep the process moving."

MORE THAN JUST NPS

Product Madness also uses Alchemer to get feedback from events and promotions. Because they can use the same solution for dedicated surveys for different events or promotions with in-game links to the surveys, the company can now collect specific feedback that's automatically integrated into the player database. By using the same solution for multiple types of surveys, the feedback collected from any survey can be used in the CRM and Player Profile database to augment the information already there.

"We've been so very happy with Alchemer," explained Joana. "It saves me so much time and delivers much better results. Moving to Alchemer from SurveyMonkey was one of the best decisions we've made."

Alchemer
Formerly SurveyGizmo

Call your account manager or 800.609.6480 to learn more.

168 Centennial Parkway, #250
Louisville CO, 80027

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