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STATE OF
PLAYER SUPPORT
IN CONSOLE GAMES

Q4 2023

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Introduction

Keywords Studios' AI-driven support platform, Helpshift, authorized Researchscape International to conduct a survey in early Fall 2023. 544 gaming respondents were included in the research; to qualify, respondents had to live in the U.S., play both console and mobile games at least a few times a month, and have contacted player support after encountering a problem with a console game.

The survey results have uncovered a startling reality concerning player support for console games:

62% of gamers ranked console as the **least satisfactory** platform when reaching out to player support, emphasizing its outdated nature compared to support for mobile games.

Additionally, **33% expressed regular frustration** with console game support, highlighting a pressing industry need for innovation.

62%
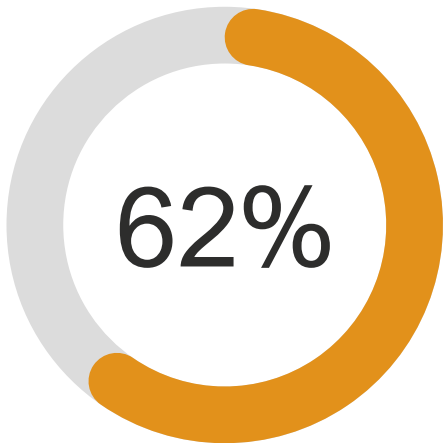
Of active gamers believe that player support for console games is outdated

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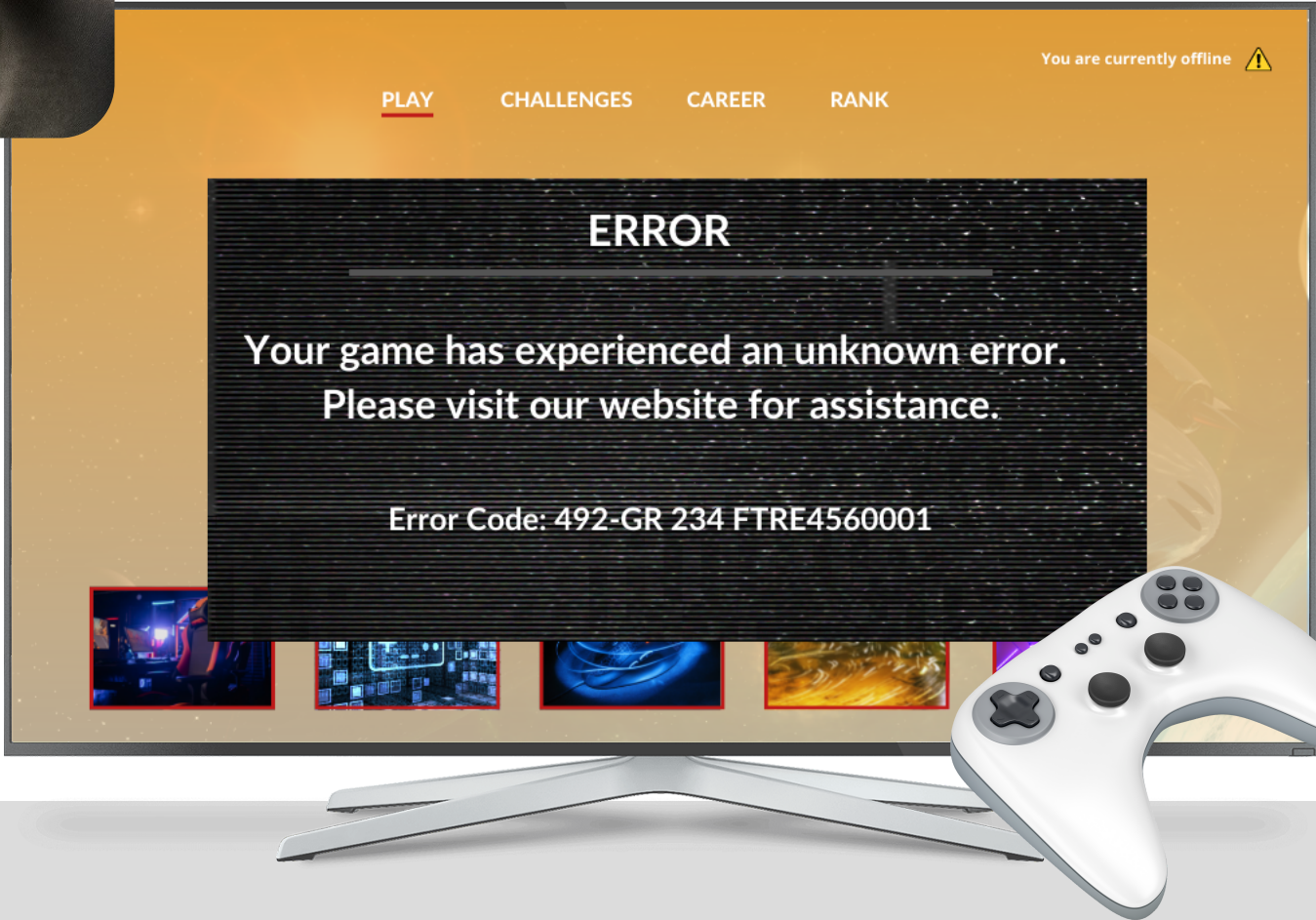
Key Findings

- **Players rated console the #1** worst platform for customer support, with 62% of gamers saying that the support is outdated compared to that of mobile games.

- **33%** of respondents said they **regularly experience frustration** with player support for console games, while only 3% report never being frustrated —underscoring a pressing need for innovation in the industry.

- **Desire for Better Access:** 89% of players would contact support more often if it were easier to access support on a console game.

- **Preferred Support Methods:** Gamers prefer in-game QR codes that launch personalized support experiences on mobile devices. They also showed interest in screens within games displaying contact information for assistance.

- **Issues Encountered:** Gamers primarily face issues like game-breaking bugs, login problems, and missing in-game rewards.

- **Seeking Support:** When faced with problems, gamers often visit the brand's website, use search engines, explore knowledge base articles on brand websites, or simply quit playing the game altogether out of frustration or anger.

- **AI-Powered Chatbot Assistance:** A significant percentage of gamers (73%) are open to using AI-powered chatbots for self-service gaming support.

- **Innovative Support Features:** Gamers are interested in features like a dedicated "Gamer Concierge," "Community Support Rewards," and a "Bug Bounty Program."

- **Gaming Personas:** Gamers identify with various personas such as 'The Explorer', 'The Competitor', and 'The Storyteller'. Understanding these personas can help in tailoring the support experience.

- **Keywords Studios' AI-powered player support platform, Helpshift,** offers a personalized and modern console support experience aligned with the preferences revealed by respondents.

Understanding Players and Their Frustrations

Gamers are a diverse and dynamic bunch, and the data highlights just how varied their gaming personas can be. There's a fascinating mix. Most gamers identify with three distinct personas, and could point the way towards more enjoyable or tailored support experiences:

The Explorer

(36%) Revels in vast game worlds, driven by curiosity, uncovering hidden secrets and discovering new places and fresh experiences.

The Competitor

(23%) Thrives on intense competition, chasing victories, and the adrenaline rush of competitive gaming.


The Storyteller

(15%) Values intricate narratives, engaging characters, and impactful storytelling, immersing themselves in the emotional and character-rich aspects of games.

33% of respondents said they **regularly experience frustration** with player support for console games, while only 3% report never being frustrated — underscoring a pressing need for innovation in the industry.

Game publishers can significantly improve player experiences by addressing these frustrations. Our research shows that players spend significant time on tedious quests for answers navigating complex websites, search engines, and forums for help.

89%
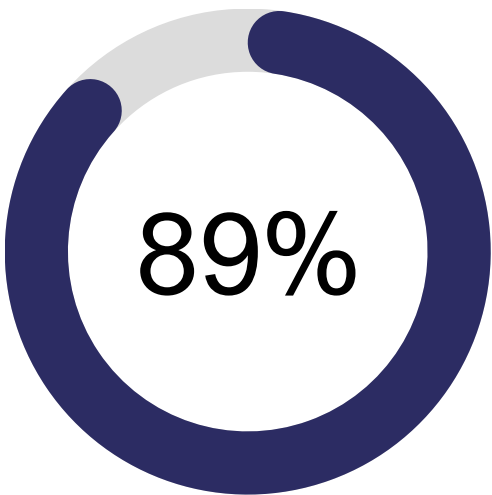
Notably, **89%** of respondents said they would engage with support more frequently if it were more accessible, making this an urgent opportunity as gaming consoles regain popularity.

According to respondents, the most common issues for which they reached out to support while playing console games included game-breaking bugs (**53%**), login issues (**45%**), and missing in-game rewards (**39%**).

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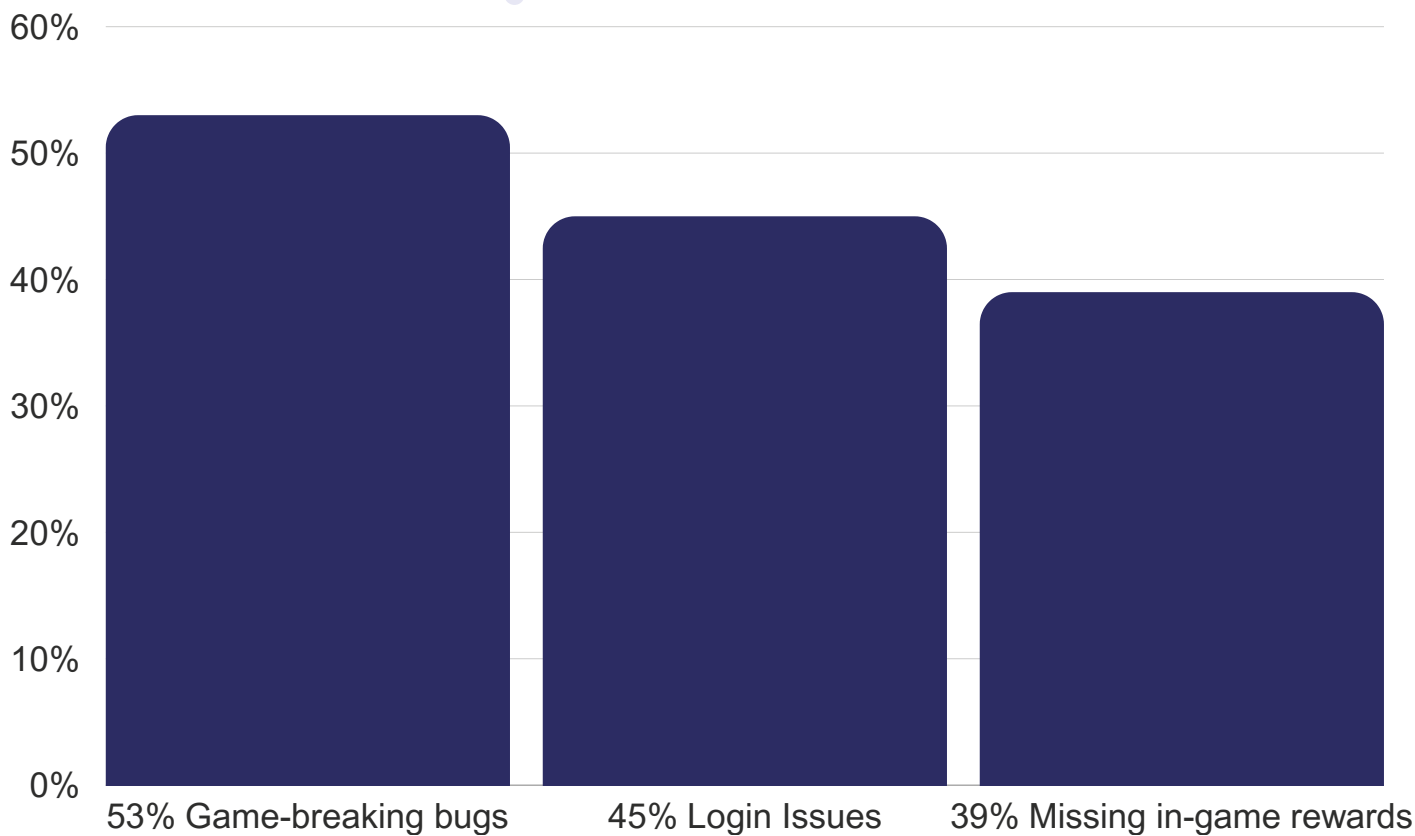
The Support Maze
How Console Players are Responding to Issues

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So, what did players do when faced with the issues mentioned in the previous section?

- **24%** of gamers **rage-quit** games frequently out of frustration and anger
- **53%** visit the brand's website to find a way to contact customer support,
- **53%** rely on search engines for self-help
- **43%** explore brand websites for articles or tutorials, and
- **33%** turn to community forums for help.

Moreover, the survey asked whether respondents would be inclined to contact **support more frequently** if the process of accessing it was simpler and more convenient. **89%** said yes.

Additionally, a striking **69%** of respondents agreed that accessing player support for console games is **overly time-consuming**, underscoring the urgent need for improvements in the gaming industry's support systems.

The data indicates players desire to be able to reach out to support, but inconvenient experiences stand in the way. When we layer on that **24%** of respondents admit that they **quit games frequently** out of frustration and anger, it leaves console game creators with a question to ask themselves:

"How much are inconvenient support experiences impacting player satisfaction and retention?"

24%

43% 33%

53% 53%

69%
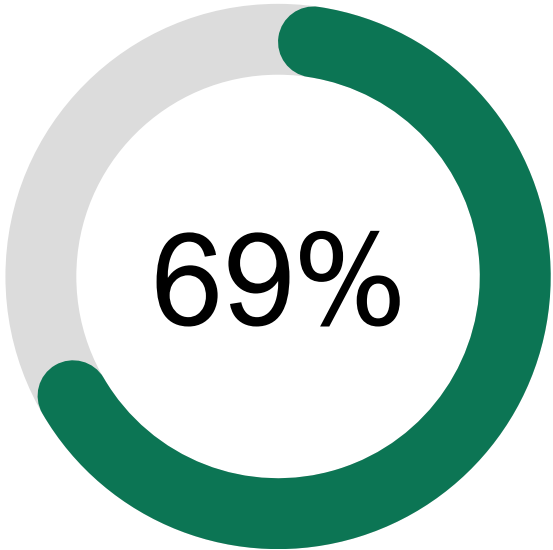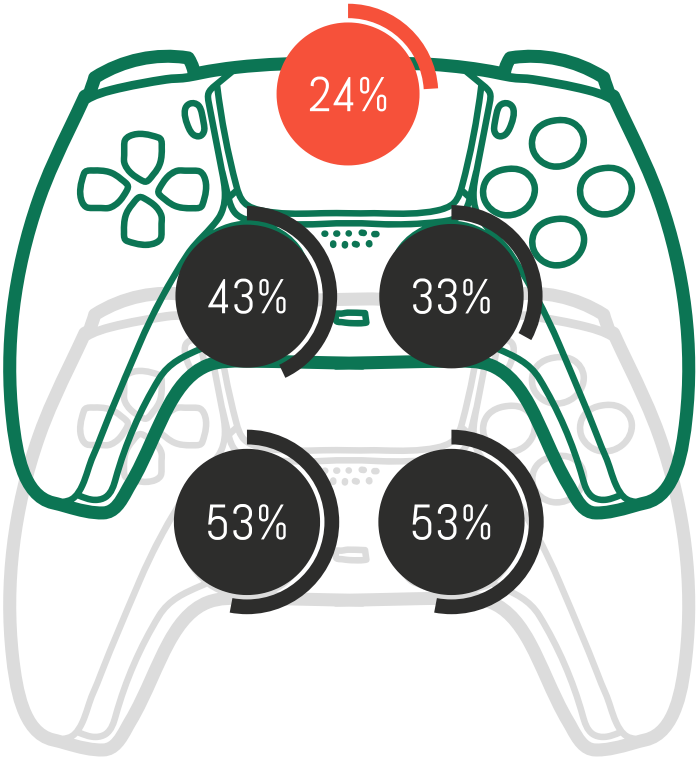
Of players feel player support for console games is overly time-consuming

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Bridging the Gap
Elevating Support to Match the Joy of Gaming

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The Innovative Solutions Gamers Want

The gaming world is divided by a pronounced gap between the immersive gaming experiences players enjoy and the less satisfactory support they encounter. Just 16% of gamers rate the support experience with console games as excellent, which is notably lower than the 25% who find their actual gameplay experiences on consoles excellent.

When asked about potential support solutions, here is how those surveyed conveyed their preferences.

- 43% stated they prefer access to convenient, automated solutions, allowing them to get back to playing quickly.
- 40% of respondents favor an in-game QR code that seamlessly connects them to a personalized support experience with a human agent
- 40% opt for a similar QR code but one that launches a support experience on a mobile device, providing access to knowledge-based articles and automated functions.
- 34% prefer a screen in the game displaying contact information for assistance.

Fortunately, Helpshift fulfills these desires, enhancing your game's player console support experience by integrating in-game support, powered by Helpshift's QR code API.
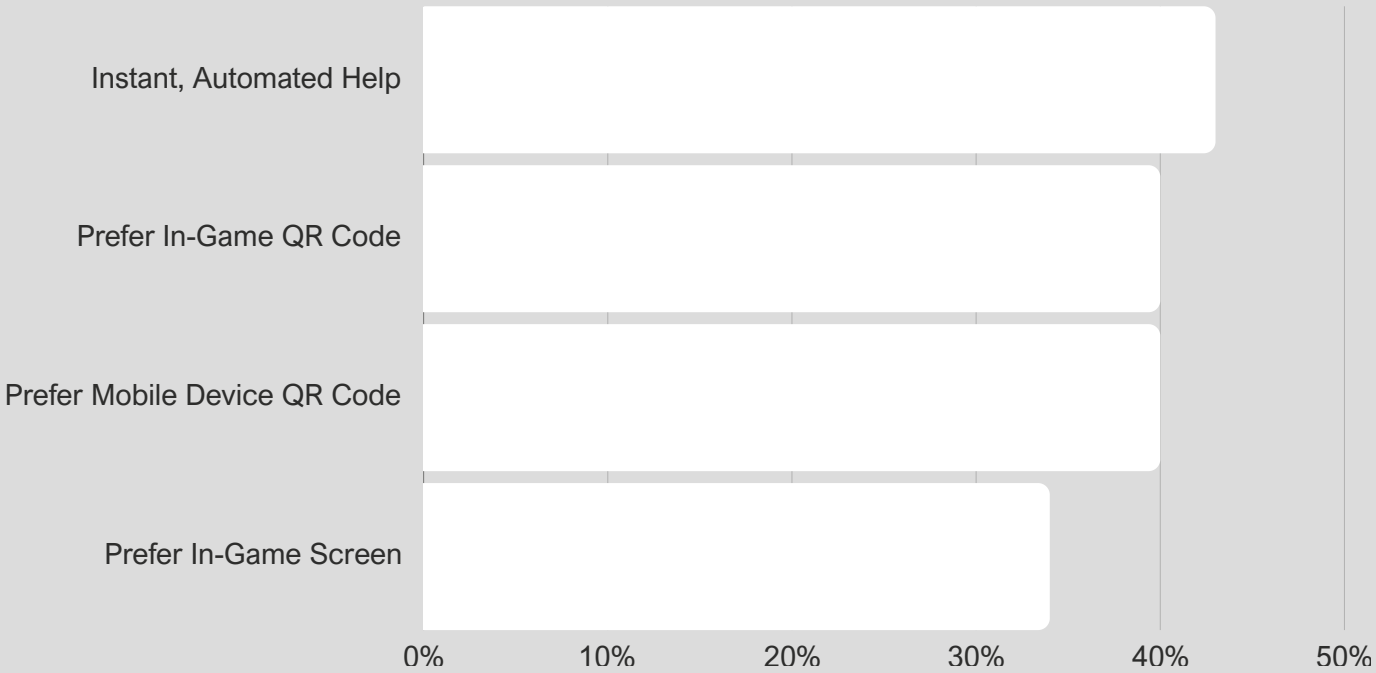
Gamers Share Their Ideal Support Experiences

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Gamers were clearly enthusiastic about embracing innovative support features that enhance their gaming experience.

When asked about what type of innovative service features they crave for their future support journey, their top five included:

Fantasy Features

1. Gamer Concierge: providing personalized game recommendations and assistance (44%)
2. Community Support Rewards: recognizing helpful players (36%)
3. Bug Bounty Program: rewarding bug reporting by players (34%)
4. Developer Game Sessions: sessions with player-developer interaction (34%)
5. **Virtual Reality Troubleshooting**: for immersive support experiences (34%)

73%
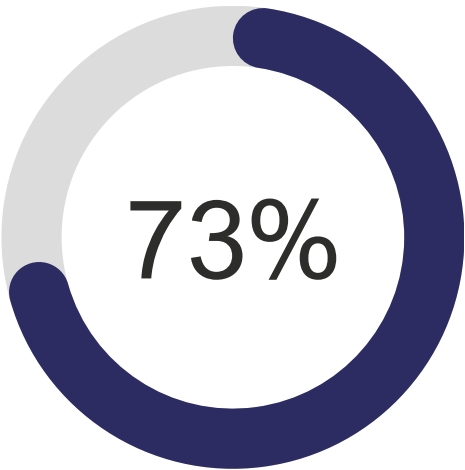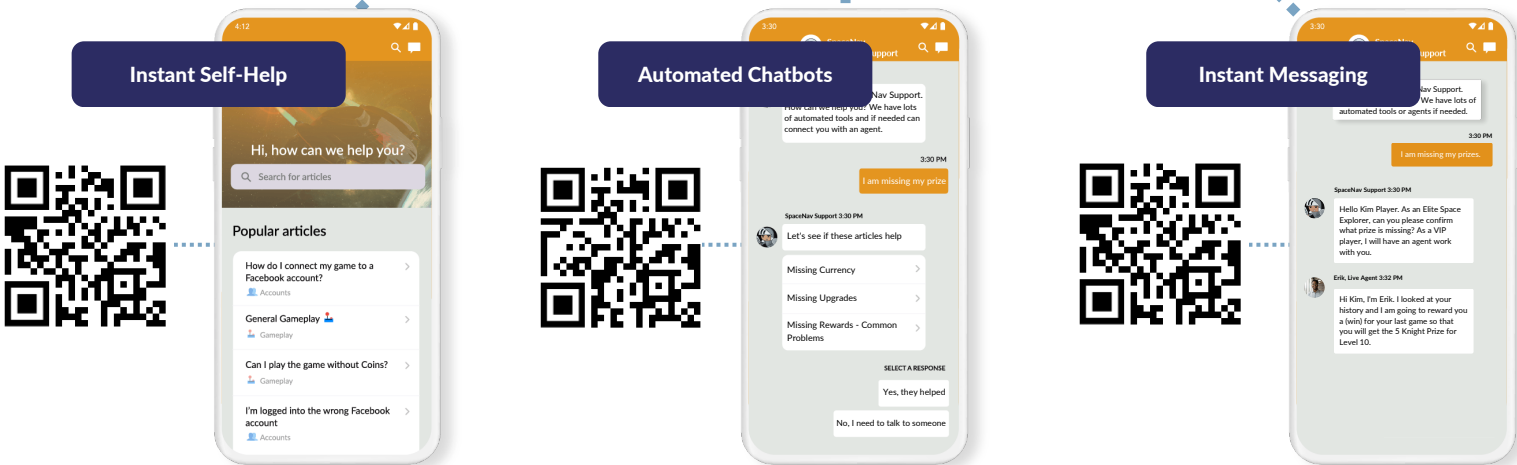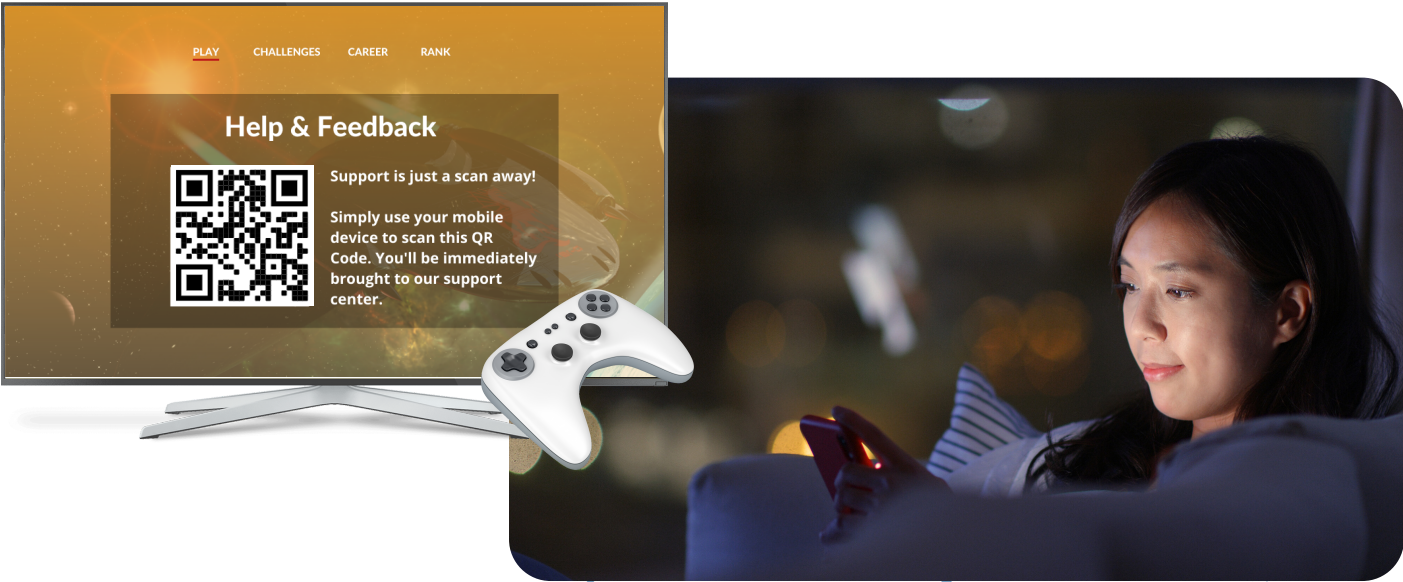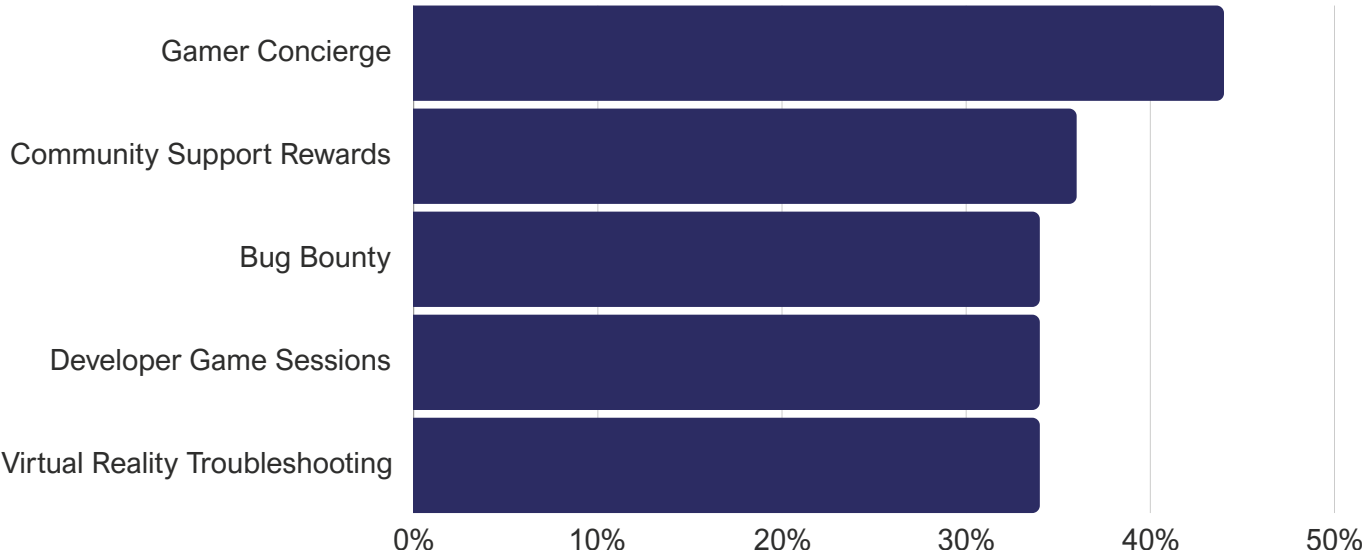
Furthermore, **73%** expressed openness to using AI-powered bots for self-service gaming support, validating that gamers are ready to embrace advancements in automation.

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Imagine More for Player Engagement

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It's Time for an Upgrade

Console support needs an upgrade, considering the percentage of gamers that now think player support for console games is outdated. In our research, players ranked console as the platform with the worst customer support experience. This finding underscores the urgency for studios to address console support issues promptly.

At Keywords Studios and Helpshift, we recognize these challenges and are dedicated to providing the best experiences for your players. We are ready to take your console games' support experience to new heights with our technology and our global experts. We consistently explore and evaluate emerging player engagement applications to enhance workflows for our clients and team.

Helpshift, Keywords Studios' AI-driven player support platform, features conversational AI, segmentation, machine translation, AI-driven intent classification, and bot workflows tailored to the video games industry. Helpshift powers contextual support across mobile apps, PC, gaming consoles, and XR experiences in 150+ languages.

Helpshift's QR integration brings players a faster, more connected experience. This feature automates the flow of player information and device data, expedites issue resolution, and even provides tools for more intelligent routing and segmentation, resulting in improved human support.

Studio support teams will benefit from elevated CSAT scores, enhanced issue resolution capacity, and heightened agent productivity.

Book a demo with Helpshift's team today to revolutionize support for your console games.

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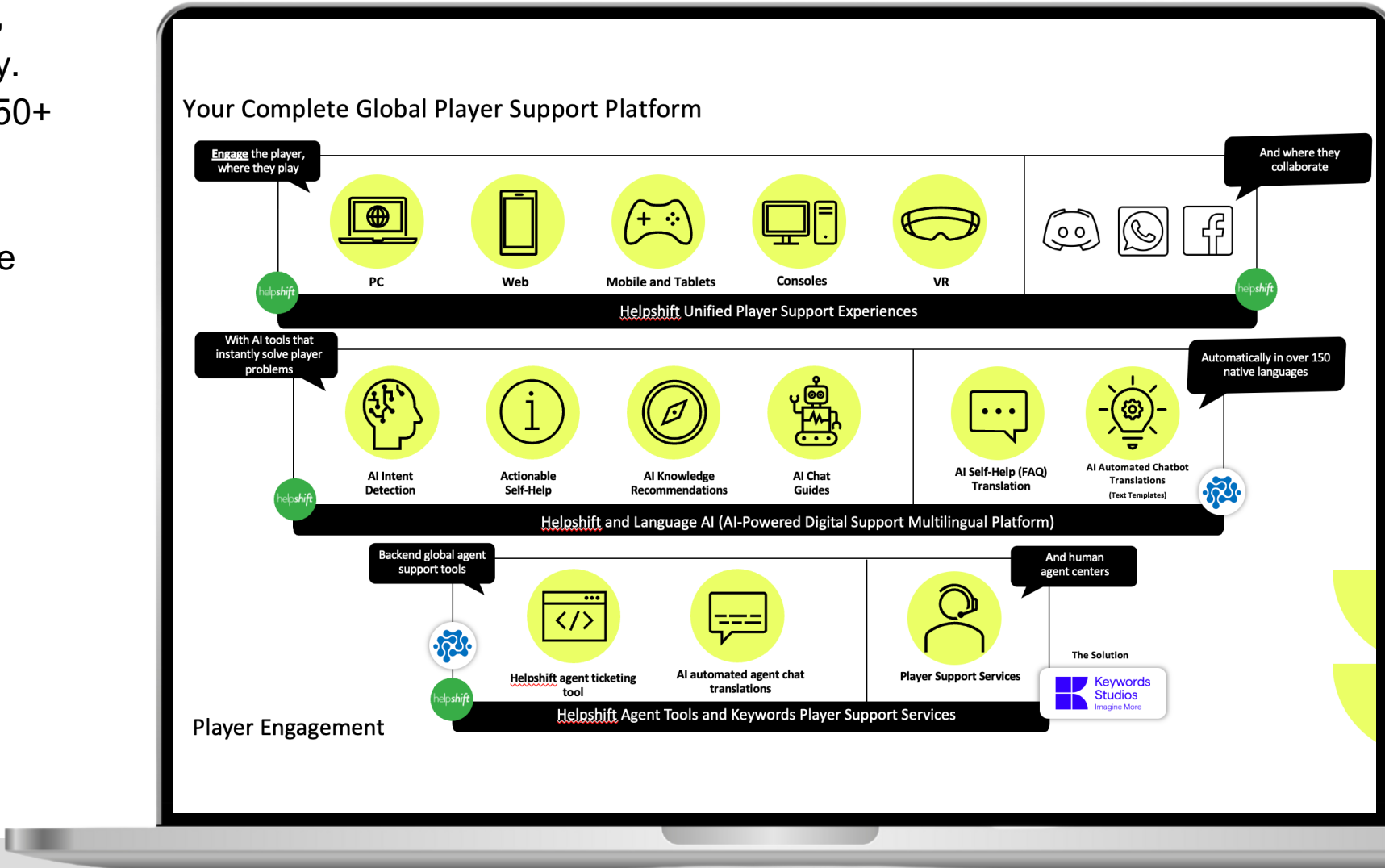
A Note From Helpshift's CEO

Games publishers have a substantial opportunity to enhance player experiences by addressing console support frustrations.

Our research reveals the challenge: players often embark on a tedious journey for answers when facing issues. Instead of a streamlined in-game support system, they're forced to go on a treasure hunt, navigating complex brand websites, performing search engine queries, and relying on community forums for help.

What's more, 89% expressed their eagerness to engage more frequently with support when playing console games if it was more accessible.

As gaming consoles make a comeback, the opportunity to fix these issues is now.

Eric Vermillion

CEO, Helpshift

About Helpshift

Keywords Studios' AI-driven player support platform, Helpshift, provides an efficient, personalised, modern support journey. Get your players back online faster with over 50% automation for efficient resolution in 150+ languages across immersive channels like mobile apps, console, PC, and XR. The Helpshift platform features Language AI machine translation, AI-driven intent classification, and bot workflows tailored specifically to the video games industry. Helpshift's automated and customisable tools offer support teams cost-per-ticket savings, faster resolution times, and higher CSAT within weeks, empowering clients to optimise the longevity and value of their games.

To learn more, visit helpshift.com

About Keywords Studios | Player Engagement

Keywords Studios is an international provider of creative and technology-enabled solutions to the global video games and entertainment industries. Established in 1998, and now with over 70 facilities in 26 countries, it provides services across the entire content development life cycle. Supporting 150+ languages and all time zones, Keywords Studios' end-to-end Player Engagement service line covers everything from flexible player support to the safeguarding and management of your communities. Our teams will work closely with yours to increase CSAT and efficiency, implement AI and automation enabled by the industry's best digital support technology, close process gaps, and reduce costs across all your player engagement operations.

To learn more, visit keywordsstudios.com