

# SUCCESS STORY: HOW MYTHICAL GAMES AND OFFICIUM ARE DRIVING ON-DEMAND CUSTOMER SERVICE

---

Presented by Jeff Poffenbarger and Jerry Leisure

**MYTHICAL**  
GAMES

# YOUR PRESENTERS



**Jeff Poffenbarger**

COO at Mythical Games



**Jerry Leisure**

CEO of Officium Labs





**WE ARE MYTHICAL -  
A NEXT GENERATION  
GAME TECHNOLOGY STUDIO**



# VISIONARY DISRUPTION

WE ARE A TEAM OF VETERAN  
GAME AND PLATFORM  
DEVELOPERS WITH A PASSION  
FOR BRINGING FOUNDATION  
CHANGING CONCEPTS TO  
MARKET.



# THE CHALLENGE

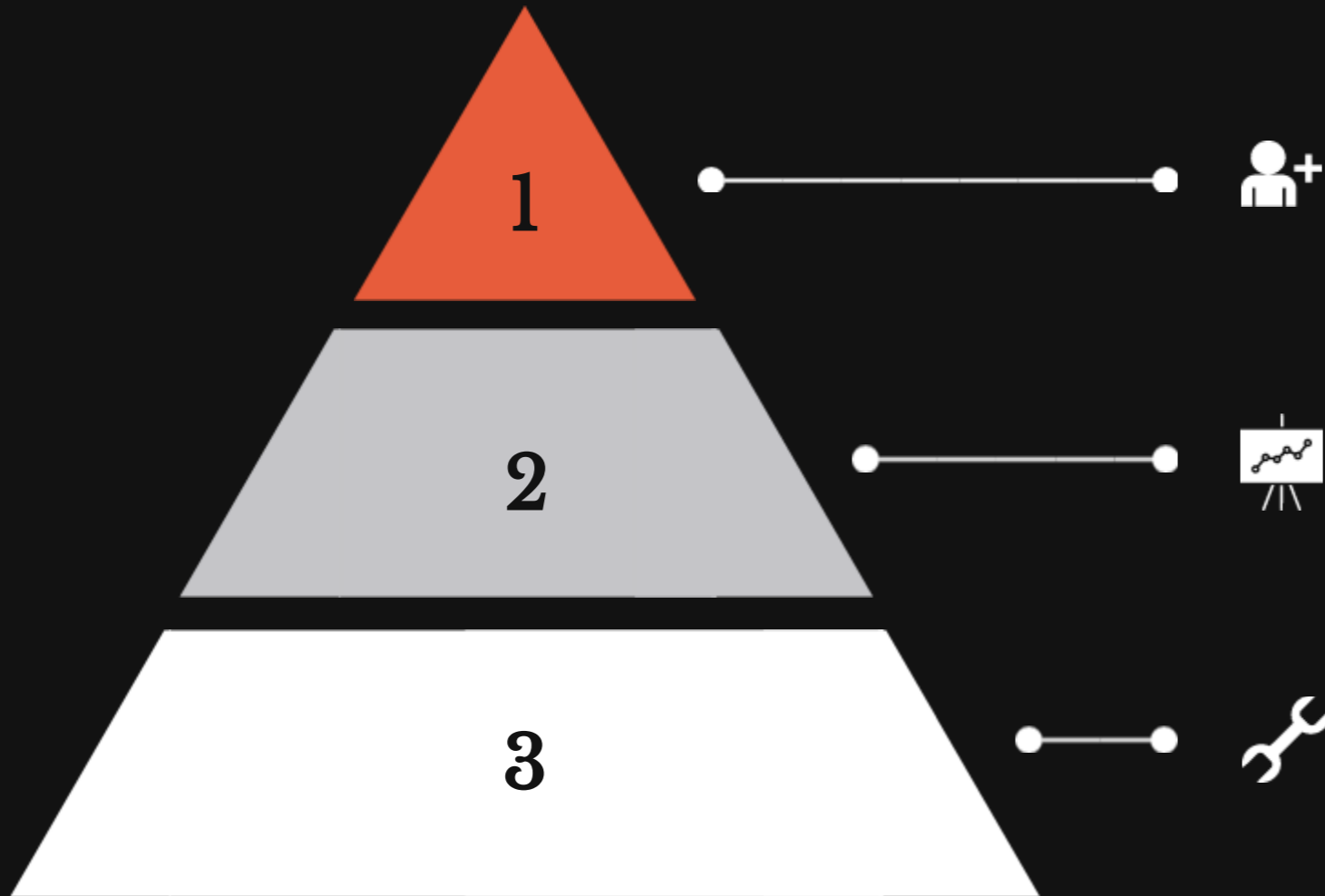
- DELIVER BEST IN CLASS CUSTOMER SATISFACTION
- ONLY STAFF TO THE EXACT RESOURCES NEEDED
- KEEP PLAYERS DOING WHAT THEY LOVE, PLAYING OUR GAMES!



# BLANKOS STYLE

- BUILD CUSTOMER SERVICE AT GAME INCEPTION
- INVEST IN PLAYERS DURING THE DEVELOPMENT PROCESS
- GIVE PLAYERS A BEST IN CLASS AND ONDEMAND SUPPORT EXPERIENCE

# FOUNDATION CHANGING CONCEPT: SERVICE STACK<sup>®</sup>



## TalentPlace<sup>™</sup>

OnDemand Customer Service Pro's that are staffed to the exact hourly demand each week. With the ability to flex up and down based on customer demand

## ExperienceMatters<sup>™</sup>

Turnkey OnDemand support services functions : training, WFM, quality, BI, and team leads that plug directly into the CS leadership team at Mythical

## Platform and Best Practices

Platform CRM model built on best in class operational standards and integrates directly into the game and is part of the Blankos Block Party

**SERVICE STACK**

**=**





Thank You!



@JeffPoff

Officiium



@CX\_Visionary