ELITE
GLOBAL
SOURCING

COMPANY PROFILE

The World's Premier Turnkey Game Service Solutions Provider

ISO 9001:2015
Quality Management System Certified

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01

AT A GLANCE

We are ELITE

- ELITE GLOBAL SOURCING INC (ELITE) is a premier Turnkey Game Service Solutions Provider with our global headquarter based in **Irvine, CA USA**. Our global reach extends through regional headquarters in **Songdo, South Korea; Manila, Philippines; Bangkok, Thailand; Jakarta, Indonesia; and Sao Paulo, Brazil.**
- We offer specialized multilingual Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO) solutions, tailored to meet the needs of game publishers and operators across the globe.
- More than a decade, our best of class services combine solid and reputable industry knowledge, most comprehensive number of business verticals in gaming, operational strength, utmost quality standard with a long-term partnership approach to client engagement and comprehensive service offerings.
- By leveraging our background experience as an award-winning online game publisher in the Western hemisphere, publishers can be assured of quality game management solutions for their player community.
- Our teams are comprised of seasoned game industry and BPO service professionals with years of experience and armed with best practices from different disciplines.
- Our Service Headquarters is **ISO 9001:2015 Quality Management System Certified**

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CORPORATE OVERVIEW

Year Founded	CEO/President	Ownership Status	Number of Employees
2010	**Johnny H. Paek**	**Privately held**	**300+**

Company Introduction

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Service Disciplines

Catering to the gaming industry, we offer a diverse range of services, including customer support, Game Management, Quality Assurance, Game Localization, Marketing, PR, and Global Publishing Outsourcing/Consulting, all founded on our extensive track record and expexpertise.

Partners & Clients

BANDAI NAMCO ENTERTAINMENT AMERICA, KONG Studios Inc., Lockwood Entertainment, Hi-Rez Studios, SEGA, KRAFTON, Colopl, NCSOFT, Gungho Online Entertainment, Pearl Abyss, ESTsoft Inc., GOLFZON, One Store, Neowiz Games, NADDIC, Gravity Interactive, KRAFTON En Masse, WEBZEN Corp, JOYCITY Corporation, Electronics Extreme, Zeppeto CO, Gravity Corp, FunPlus, BlueArk Inc, NeoCyon, All M, KOG Inc, Big Man Games, CJ Global Games, Playwith, Ndoors Corp., Vertigo Games, NTT Game Inc, Gyeonggi Content Agency, Gwangju Information and Culture Industry Promotion agency and many more

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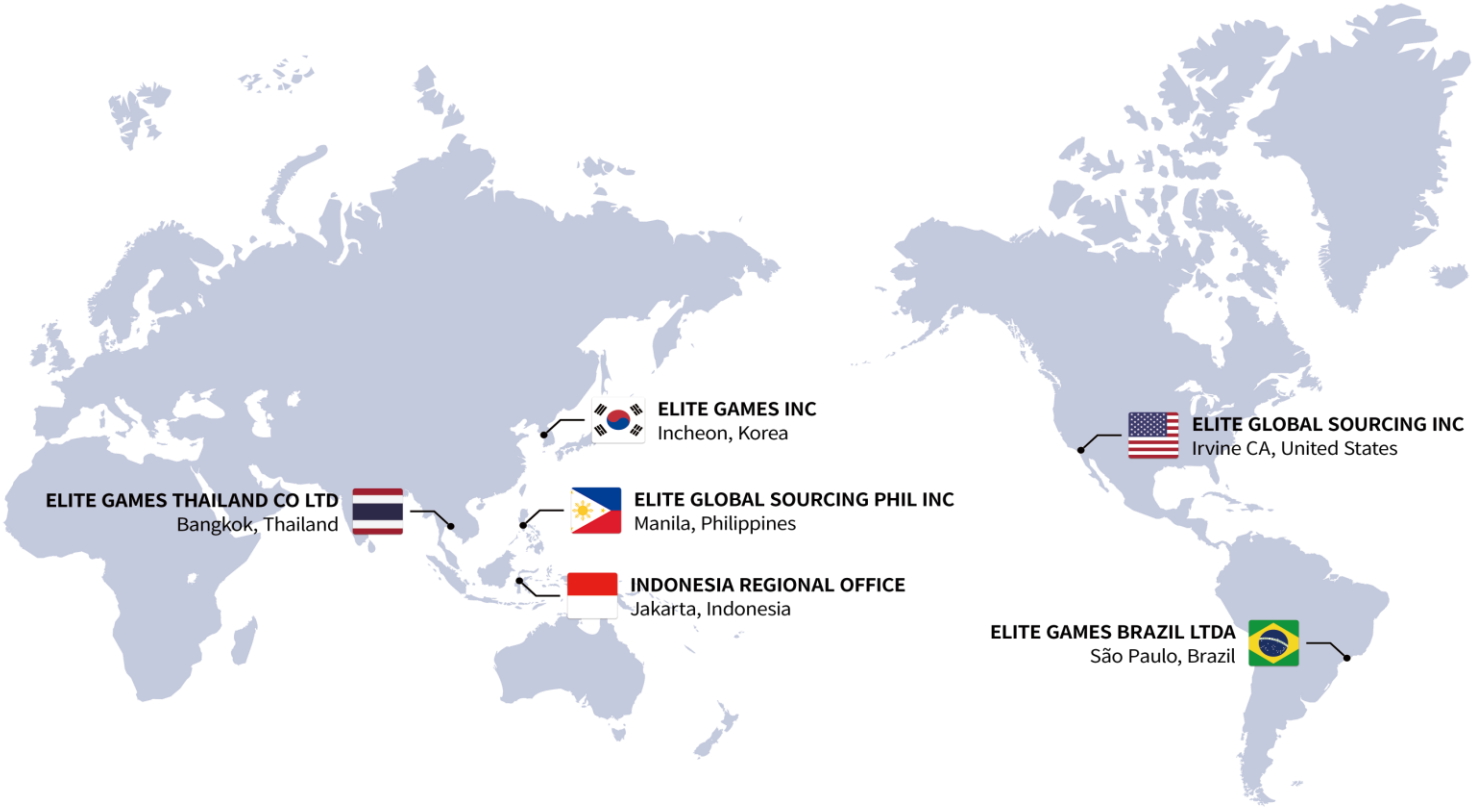
GLOBAL LOCATIONS



U.S. Corporate HQ	**ELITE GLOBAL SOURCING INC** in Irvine, CA USA	Thailand Regional Office	**ELITE GAMES (THAILAND) CO LTD** in Bangkok, Thailand
Korea Corporate HQ	**ELITE GLOBAL SOURCING INC** in Songdo, Incheon Korea	Indonesia Regional Office	**ELITE GAMES INDONESIA INC** in Jakarta, Indonesia
Philippine Regional HQ	**ELITE GLOBAL SOURCING PHIL INC** in Pasig, Philippines	Brazil Regional Office	**ELITE GAMES BRAZIL LTDA** in Sao Paulo, Brazil

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THE LEADERSHIP TEAM

JOHNNY H PAEK CEO / President

Mr. Johnny H. Paek is the Founder and CEO/President of Elite Global Sourcing Inc. (USA), Elite Games Inc. (Korea), Elite Global Sourcing Phil Inc. (Philippines), Elite Games SEA Inc. (Philippines), Elite Games Indonesia Inc. (Indonesia), Elite Games (Thailand) Co. Ltd. (Thailand), and Elite Games Brazil LTDA (Brazil), all of which are wholly owned subsidiaries of Elite Global Sourcing Inc.

Before establishing Elite Global Sourcing Inc., Mr. Paek co-founded Ignited Games Inc., where he served as COO and EVP. His leadership was instrumental in driving sustained profitability and growth by successfully planning, implementing, and achieving key company goals and objectives.

Prior to Ignited Games, Mr. Paek was a founding member of Ndoors Interactive Inc., where he also served as COO and EVP for the U.S. subsidiary of the Korean developer and publisher Ndoors Corporation, which later became a subsidiary of Nexon. Under his guidance, Ndoors launched highly acclaimed MMORPGs like "Atlantica Online" and other successful titles that made a significant impact in the Western hemisphere.

Additionally, Mr. Paek was a founding member of Gravity Interactive, where he held the position of General Manager/CFO for the U.S. subsidiary of Gravity Corporation (NASDAQ: GRVY). At Gravity, he pioneered the business model for game operations and services, contributing to the global success of internationally renowned games such as "Ragnarok Online." Mr. Paek holds a Bachelor's degree in Business Administration from California State University, Fullerton.

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THE LEADERSHIP TEAM

ROMULO AUGUSTINE REYES – Managing Director

Mr. Romulo Reyes is responsible for the organization's operations, business development, corporate strategy, client relations and instigate high performance culture. Romulo joined the company in 2014 and brought with him his extensive experience in different industries such as game development-publishing, business process outsourcing, software development and mobile telecommunications.

Prior to joining Elite, he has served as COO for Optivetech Corp., General Manager for Gamebowl Inc., Business Development Manager for Cosmic Technologies Inc. (Cherry Mobile) and Operations Manager for Convergys Philippines Inc. Romulo earned his Development Communication degree from the University of the Philippines Los Banos.

JUNGHO KIM – Head of Operations and Strategy

Mr. Jungho Kim has been with Elite Global Sourcing since March 2018, serving as the Head of Operations and Strategy. In this capacity, he is pivotal in actualizing the company's vision and mission, ensuring that all client service commitments are fulfilled with the highest standards of excellence.

Mr. Kim oversees multiple operations teams, emphasizing a consumer-centric approach and consistently surpassing departmental objectives. His expertise spans a wide suite of game service verticals, including customer support, quality assurance, game management, community management, social media management, localization, on-ground events, marketing, sales, e-commerce, and digital advertising for titles across all gaming platforms such as consoles, PC, and mobile. He excels in balancing customer support strategies with effective delivery, and he is proficient in people management, performance management, customer experience, and talent development. He earned his degree in Politics & Economics from Kook-Min University and previously served as a Director and Principal Instructor at a major educational institution in Korea from 2014 to 2018.

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THE LEADERSHIP TEAM

JONG KI YOO – Head of Business Development

Mr. Jong Ki Yu is the head of the Business Development Department at Elite Games Inc (Korea). In his current role, he oversees General Service Management, which encompasses a wide array of responsibilities such as Business Development and Sales, Client Relations Management, Inter-branch Liaison and Coordination, and the strategic planning of various new business ventures. His leadership ensures that all facets of the department function smoothly and efficiently, driving the company towards continued growth and success.

Prior to his tenure at Elite Games, Mr. Yu garnered extensive experience in the gaming industry. He was instrumental in managing the Korean PC cafe business at Nexon, where he honed his skills in overseeing large-scale operations and developing innovative strategies to enhance user engagement and satisfaction. Additionally, he played a pivotal role in the VR business at Smilegate, showcasing his versatility and ability to adapt to emerging technologies and market trends.

GARY BERBA – Senior Product Manager / Special Advisor

Mr. Ramon Gerardo Berba is responsible for overseeing product lifecycle management, driving product innovation, aligning product strategies with market needs, and ensuring optimal product performance. Ramon joined the company in 2016 and brought with him his extensive experience in sectors such as game management, customer support, game operations, and community management.

Prior to joining the company, he served in various roles at Level Up Games for nine years, including Member of Management Committee, Member of the Executive Committee, Game Operations Manager, Product Manager, Brand Group Head, Brand Manager, and Lead Community Manager. Additionally, he held multiple analytical positions over a decade at United Coconut Planters Bank, including Area Office Operations Analyst, Branch Banking Analyst, Corporate Services Analyst, Corporate Planning Analyst, Productivity Services Analyst, and Member of the re-engineering team. Ramon earned his Management degree, graduating Cum Laude, from the International Academy of Management and Economics.

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VALUE PROPOSITION

- Up to 70% Savings in OPEX
- No CAPEX Requirements
- Flexibility in Workforce-Resource Management
- Rapid Scalability & Facilitating Growth
- Industry Renown Expertise in Gaming
- Worldwide Coverage by Multiple Language Support

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WHY CHOOSE ELITE

Strategic Global Local Subsidiary Services

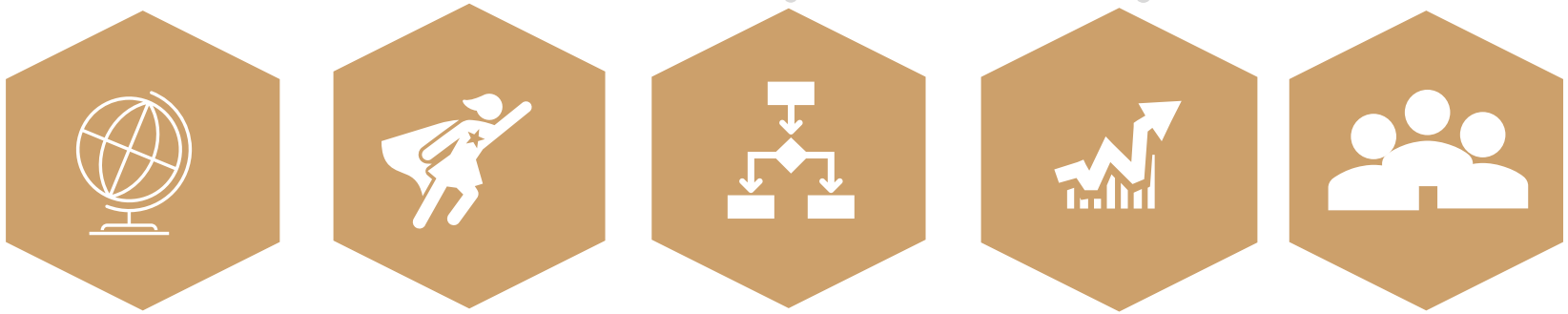
- **Local Market Services provided through subsidiaries in the Philippines, Thailand, Indonesia, Brazil, South Korea, and the United States**
- Real-time market trends and user feedback provided
- Full-time personnel - Continuous Improvement & Performance Management

Pioneer in Global Game Operation Services

- **One of the biggest advantages of Elite Global Sourcing is the expertise in global game publishing and operation services accumulated since 2003!**
- The understanding of local game markets and communities across various regions globally, achieved through local subsidiaries, is unparalleled and unmatched
- Possessing the largest service references in global game operation

A to Z expertise in tasks & processes

- **Possessing comprehensive experience and expertise in the entire service process**
- From team setup before the launch to maintaining lifecycle services
- Possessing diverse game references.



Player Support Analysis & Consulting

- User Analytics from In-Game and Community trend monitoring
- Insight generation from indicators and data patterns
- **Service, Event/Promotion Proposals from the insights gathered from indicators and user data pattern**

The Dedicated Team for the Client

- **Collaboration with dedicated Product Manager**
- Regular offline meetings for improving service quality
- **Proposal to allocate 100% dedicated personnel**
- All ELITE personnel are assigned as dedicated agents for each project (Fully Dedicated Agent, Never Shared)

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SERVICE GOALS AND OBJECTIVES

- ✓ ELITE is unique and flexible in its service delivery approach, which enable clients to continue their focus on core business processes while turning outsourcing/offshoring to a significant value-adding activity.
- ✓ Our aim as a service provider is to offer top-tier gaming services for players. We're dedicated to delivering precise, timely, customer-centered support across Customer Support, Game Management, Community Moderation, Quality Assurance, and other player-related services. Our goal is to enhance player experiences and unlock each game's full potential.
- ✓ Our experience and expertise in the full suite of services, ranging from Customer Support to publishing and Marketing Services on a global scale, can be leveraged for the purpose of creating one of the best player experience for the client in the various Platforms.

SERVICE GOALS AND OBJECTIVES

- Go above and beyond while successfully carrying out defined ELITE's Roles and Responsibilities
- Provide seamless player support model
- For ELITE to be an autonomous yet reliable and trustworthy Business Partner
- Strong partnership between the client and ELITE for Game Support with emphasis on Customer Support, Game Management, Community Management, Quality Assurance, Localization, Marketing and Creative Services
- Robust Customer Support built on designed and systematized model via continuous improvement through feedback and training

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02

ELITE STANDARD GAME SERVICES

STANDARD GAME SERVICES OVERVIEW

- ELITE's operations run 24/7, providing continuous support around the clock. Through our specialized manpower management system, we offer and allocate highly skilled teams that are optimized for a variety of game-related services. This includes; Customer Support, Game Management, Community Management, and Quality Assurance (QA) and reporting as well as Community Monitoring.
- In the rapidly evolving gaming market, we provide a comprehensive bundled service that includes a variety of offerings, enabling us to flexibly and swiftly respond to the ever-changing service needs of our clients. This approach ensures timely and cost-effective solutions for our clients. Depending on the scale of the contracted service team, we can deliver following four types of services as part of Elite's specialized STANDARD GAME SERVICES. (Standard Game Services shall be available When the minimum required staffing is ensured for service provision.)
- Additionally, if you have existing service infrastructure or require specific services, we can also offer specific type of services with expert personnel.

CUSTOMER SUPPORT

- 24/7/365 live customer support (Tier-1 & Tier-2:Tool required)
- e-Commerce Customer Support Services
- Collection and identification of issues from customer service centers and reviews (VOC)
- FAQ and Knowledgebase Update Management
- Social Media Support Services (Post & Direct Message replies)
- VIP Account Support Management

GAME MANAGEMENT

- 24/7/365 Live Game Management
- Hacking issue investigation, account, and item recovery
- Game Patrolling, Monitoring and Policies Enforcement
- Play Store, App Store review response (Store)
- Game Event Planning and Implementation
- Patch and Update Management

COMMUNITY MANAGEMENT

- 24/7/365 Social Media Community Moderations & Management Services (FB, Discord, Reddit, NAVER Lounge & other Social Media Management)
- Social Media Notice, Event posting, and Content management for Social Media
- Community and Market Monitoring and Trend Analysis (VOC)
- Player Community Retention and Churn Analysis and Reports
- Monthly Contents pipeline for all Social Media and Reporting
- Other Community relevant Tasks

QUALITY ASSURANCE

- 24/7/365 Game Testing, Bug Replication and Tracking
- In-app purchase, Billing & Local Payment Testing
- Regression and Functional Test Pass Testing
- Ad Hoc QA Testing
- Localization. Culturalization, & Text String QA

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SERVICE OVERVIEW :
CUSTOMER SUPPORT

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CUSTOMER SUPPORT : STANDARD GAME SERVICE

- ELITE is committed in providing world class customer service ensuring customer satisfaction and ultimately player retention. Our unmatched commitment in understanding the players' and community's needs and wants sets us apart from the rest.
- Our agents are fluent in spoken and written English and major global languages. Guided by the principles of First Contact Resolution and Customer Satisfaction, it is at this crucial point of contact where we apply our expertise in creating an opportunity for player retention or conversion.
- With ELITE's 24-hour support service, players will receive immediate responses and attention in accordance with the client's customer support policy.

- 24/7/365 Live customer support (Tier-1 & 2)
- e-Commerce Billing, Shipping & Handling Support Services
- VOC(CS Ticket and Community Trend) Analysis and Reporting
- FAQ and Knowledgebase Update Management
- Social Media Customer Inquiry Support Services (Post & Direct Message Replies)
- VIP Account Support Management

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CUSTOMER SUPPORT : SERVICES LIST

SERVICES LIST	DESCRIPTION
TIER 1 TICKETS	• General Inquiries, Bug Reports, Technical Troubleshooting, Events Inquiries, Gameplay Questions, General User Complaints, App Store Responses • Average Processing Time – 5 Minutes/Ticket • Service Level: =<24 Hours Turn Around Time within Service Window • Service Window: 5 Days, Monday to Friday (9am to 6pm KR Standard Time)
TIER 2 TICKETS	• Account Management/Recovery, Missing Items, Billing and Purchase, eCommerce Dispute Resolution, Any issue that requires GM Tool usage • Average Processing Time – 15 Minutes/Ticket • Service Level: =<24 Hours Turn Around Time withing • Service Window Service Window: 5 Days, Monday to Friday (9am to 6pm KR Standard Time)
VIP MANAGEMENT	• Any Customer Support Tier Ticket from VIP User • Average Processing Time: 10 Minutes/Ticket • Service Level: =<1 Hour within Service Window • Service Window: 5 Days, Monday to Friday (9am to 6pm KR Standard Time)
REPORTING	• Daily, Weekly, Monthly CS Operations Report • User Experience Feedback Report • CSAT and Quality Calibration • Monthly Operations KPI Summary

**Inclusive of all serviced languages*

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CUSTOMER SUPPORT : SERVICES LIST

SERVICES LIST	DESCRIPTION
FAQ & CS KNOWLEDGEBASE UPDATES	• FAQ Updates and Management • Game Knowledgebase update if applicable • Internal Service improvement data updates
CS KNOWLEDGEBASE MANAGEMENT	• CS Knowledgebase Content Creation • CS Knowledgebase Maintenance and Updates • External Userbase Generated Content Integration • Customer Knowledgebase Management
SOCIAL MEDIA INQUIRY MANAGEMENT AND RESPONSE	• Real Time Social Media Monitoring • Customized Response Crafting • Social Media FAQ and Player-base Self Help Information Creation • Social Media Users Analysis

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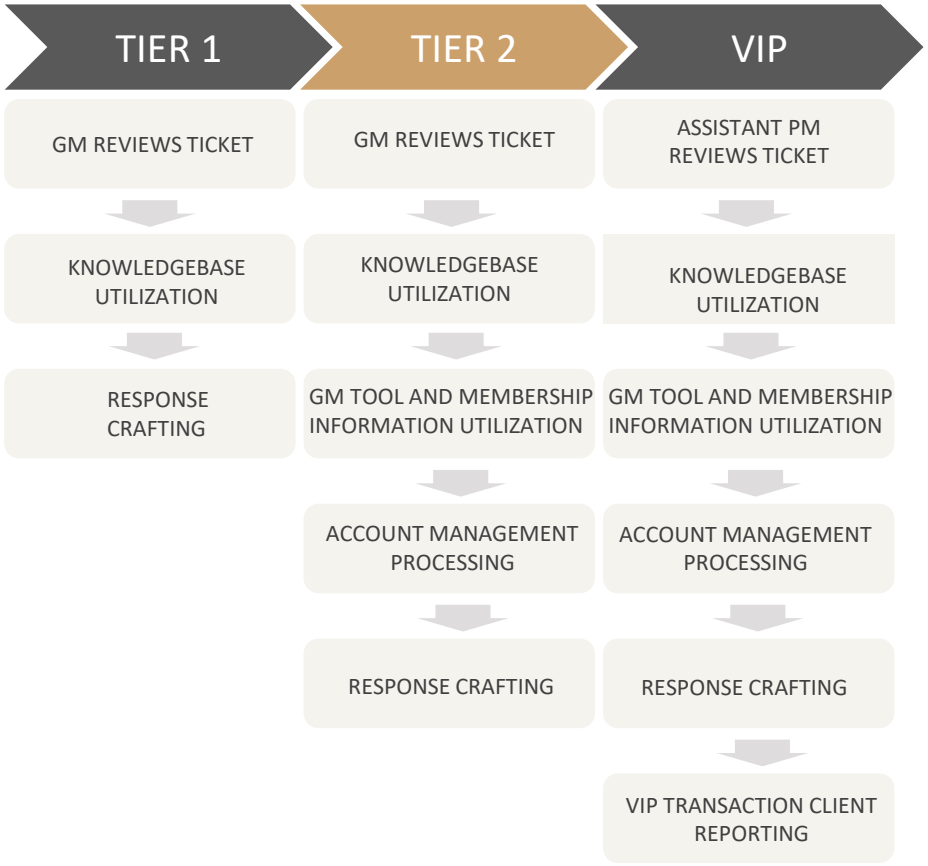
CUSTOMER SUPPORT : OPERATIONS PROCESS

ELITE CS RESOURCES

- CRM Training and Exercise Modules
- Knowledgebase Formulation
- Suggested Tiered Response based on internal Process
- VIP Escalation and Management Protocol
- Elite VIP Customer Stoplight Guidelines
- Client Counterpart Communication Channel
- Customer Support QA QC Guidelines



**BASED ON CRM BUCKET (CATEGORY STATE)*

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10% of your community, drives nearly 90% of the revenue!

❑ By providing VIPs with the best gaming experience, we can build a loyal user community.

VIP Service → VIP Perks → Increase Satisfaction → Nurture Loyal User-base → Boost Sales

[Examples of special Care per VIP rating]

Provision of VVIP care services for high PU users (within TOP 100 or based on payment amount)
- Check complaints and gather opinions in-game on a regular basis through outbound communication
- Top internal priority handling when proceeding with VVIP customer inquiries
- Consider differential response/Treatment outside of existing operational policies when responding to issues such as hacking and other customer affecting issues
- Offer priority when hosting other offline events

Previous month's VVIP Users stepping down or Users ranked 101-200 in PU
- VIP CARE Service through outreach campaign for departing Players
- Provide exclusive information to VIP users to keep the returning momentum

Opinion and organic community leaders such as major guild masters who are not VVIP/ VIP

Considering possibility of special care and management for long-term loyal users who are not high PU Users

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CUSTOMER SUPPORT : VIP MANAGEMENT-STOPLIGHT GUIDELINES

SPOTLIGHT	GREEN LIGHT LEVEL (LOW RISK)	YELLOW LIGHT LEVEL (MODERATE RISK)	RED LIGHT LEVEL (HIGH RISK)
DESCRIPTION	• Fairly straightforward decision making, processes and protocols are definite and action oriented. (Standard processes & protocols)	• ELITE PM has reduced flexibility to make changes to the policy & processes • Senior Product Manager (SPM) has to review before taking any actions	• ELITE must strictly follow the processes & protocol • The client's approval is required
REQUIREMENTS	• Agent can decide alone • Information, resources and processes are already in place to resolve concern during the procedure	• PM needs SPM clearance prior to processing • No immediate data and processes available to resolve concern during the procedure	• Discussion between ELITE SPM and the Operations counterpart of the client via written denial or approval of customer request
GOAL	• To immediately resolve the concern of the VIP user	• To immediately resolve the concern of the VIP user with judgement call from senior leadership of operations team	• To immediately resolve the concern of the VIP user only with express and written approval of the client
STAFF ASSIGNMENT	• The most senior individual available during the shift for operations	• Product Manager with concurrence of Senior Product Manager in writing	• Senior Product Manager or Product Manager with concurrence of the client in writing.
CASES UNDER EACH STOPLIGHT	• Missing Item Restoration • Name Change (Inappropriate Name) • Announced Compensation • Technical Issues - Account and Character Error • Account Suspension Lifting (1-3 days) • Item Transfer Requests • Guild Leadership Change • Item Restoration (Account Deletion or Salvaging) • Permanent Suspension (RMT) • Harassment Reports Processing (VIP Reporter) • Account Linking • Penalty Reset • Reimbursement of In-Game Currency Request • Full Purchase Refunds for total requested refund purchases less than USD 10.00 • Account Hacking (Account Recovery) • In-Game Item Shop: Item Exchange Request	• Missing Item Restoration (without available logs or data) • Item Exchange from In-Game Item Shop (2nd and subsequent requests, not first-time courtesy) • Account Suspension Lift Requests for suspension (more than 1-3 days) • Account Hacking (Account Recovery without readily available proof of identity or within EU territory) • Full Purchase Refunds for total requested refund purchases equal to or more than USD 10.00	• Missing Item Restoration (outside of protocols) • Game Code Requests • Cash Shop Refund due to dissatisfaction (nerfs, not optimal, etc.) • Account Suspension Lift Requests for suspension (Permanently Suspended) • Full Purchase Refunds for total requested refund purchases equal to or more than USD 100.00 • Character Modification Requests • Lawsuit Threats • Suicide Threats • Bomb Threats • Copyright Infringement Threats
ACTIVITIES	• Immediate Processing and Resolution • Documentation of Activities with CRM Notes • Include Activities in Daily Report for Operations	• Immediate consultation with Senior Product Manager prior to fulfillment • Documentation of Activities with CRM Notes • Include Activities in Daily Report for Operations • PM to report activity to Client and Client Communications Manager prior to End-of-Business-Day	• Immediately contact the client counterpart • Documentation of the client's approval/denial of requests • Documentation of Activities with CRM Notes • Include Activities in Daily Report for Product Manager to report activity to Client prior to End-of-Business-Day

**Account must be flagged as VIP in CRM or Manual Tagging by client to be considered VIP*

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SERVICE OVERVIEW :
GAME MANAGEMENT

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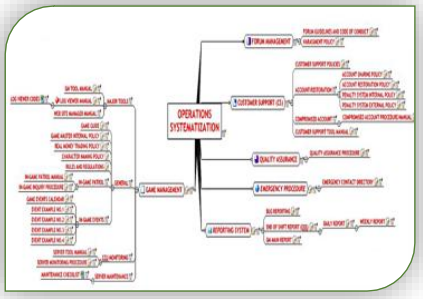
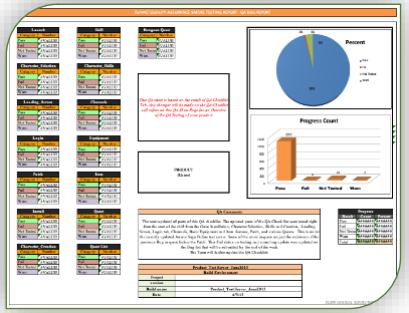
GAME MANAGEMENT : STANDARD GAME SERVICE

- In-game management is the primary platform to connect and communicate with your players, ELITE bridges the gap between publisher and its players by providing with the information at the grass roots level. This requires a pool of highly trained, dedicated and committed personnel.

- ELITE's Game Masters are carefully selected and rigorously trained in line with world class quality standards in operations and community/player relations. In addition, we have emergency protocols in-place to address critical server issues as they occur.

- 24/7/365 Live Game Management (In-Game and GM Support Tools)
- Hacking issue investigation, account, and Account/item recovery
- Game Patrolling and Monitoring for Policy Violations; advertising, spam, bots, and exploitation of bugs
- Play Store and App Store user review response (Store)
- Game Event Planning and Implementation
- Patch & update monitoring and implementation
- Game Downtime and Services Trends Reporting





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GAME MANAGEMENT : SERVICES LIST

SERVICES LIST	DESCRIPTION
24/7 GAME MANAGEMENT	• Enforce and Administer Official Game Management Rules and Policies • Monitoring and patrolling for and enforcement of policy violations, including vulgar language, sexual harassment, bug exploitation, Privacy Policy
ANNOUNCEMENTS & POSTING MANAGEMENT	• In-Game, Social MEDIA, Website Announcements and Updates • In-Game Events Activation (Tool Initiated) • Community Response Analysis and Monitoring
INVESTIGATION & ACCOUNT MANAGEMENT	• Hacking, Abusing Investigation and Verification • Account Validation, Management and Restoration • Items Restoration if applicable
FAQ & GAME KNOWLEDGEBASE UPDATES	• FAQ Updates and Management • Game Knowledgebase update if applicable • Internal Service improvement data updates

**Inclusive of all serviced languages*

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GAME MANAGEMENT : SERVICES LIST

SERVICES LIST	DESCRIPTION
PLAYER REVIEW RESPONSES	• Tiered Prioritization Response (1-3 Stars First Priority, 4-5 Stars Second Priority) • Average Processing Time: =< 5 Minute/Review • Service Level: =<24 Hours Turn Around Time within Service Window • Service Window: 5 Days, Monday to Friday (9am to 6pm KR Standard Time)
GAME FEEDBACK & SUGGESTIONS	• Focus Group Test • In-Game Community Temperature Analysis and Feedback • Game User Experience Feedback • Player Pain Points Compilation • Game Groups Infiltration and Intelligence Gathering
EMERGENCY LANGUAGE SERVICES	• Localized Game Guide Development • Content Writeup and Translation • Emergency Requested Translation
EVENT PLANNING & EXECUTION	• Event Coordination with the client • Event idea suggestion, event calendar preparation, • Contents write up, Banner creation with the help of client • Event execution, management, feedback gathering and improve

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GAME MANAGEMENT : SERVICES LIST

SERVICES LIST	DESCRIPTION
GAME AND SERVER MONITORING	• Monitoring and Patrolling for and enforcement if policy violation • In-Game Monitoring of Services and Server Uptime • Within Service Window Language Login, Session, Instance, Traffic & CCU Monitoring(MRTG and Manual Checks) • Within Service Window Escalation and Communication for Outage Reporting to the client • Hands and Feet Testing Support for Emergency Downtime Team of the client
MAINTENANCE SUPPORT	• Server Down and Server Opening Announcements • QA Test during Maintenance (Sanity and other maintenance testing) • Scheduled and Unscheduled Maintenance Support in assistance of the client's IT Team • Community and In-Game Monitoring Post Maintenance Management
EMERGENCY REPORTING	• Emergency Downtime Reports • Announcement and Events Compliance Report (Daily, Weekly, Monthly) • Maintenance Test Pre and Post Reports • Community Patch Response Reports

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GAME MANAGEMENT : APP STORE & GOOGLE PLAY STORE REVIEW RESPONSE

RESOURCES REQUIREMENTS

- Google Play Store / Apple App Store / ONE store Access
- Up to Date BTS reporting (Jira, Redmine etc.)
- Game Knowledgebase
- Systematization of priority response solutions based on star ratings
- Customer Affecting Issues Database
- Client Counterpart Communication Channel
- Customer Support QA Guidelines

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GAME MANAGEMENT : EVENTS MANAGEMENT

SENIOR PM

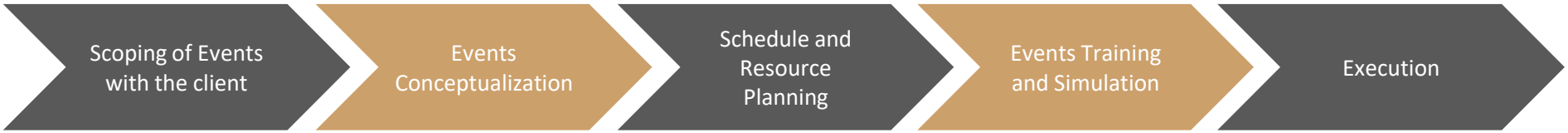
- Analysis and Reporting
- Event Quality and Compliance
- Project Management
- Local Market Reporting

PRODUCT MANAGER

- Events Oversight
- Manpower Scheduling
- Pre-Event Training
- Simulation
- Resource Champion
- Day to Day Events Lead
- Team Report

GM/CS

- Events Execution
- Events Schedule Adherence & Compliance
- Post Event Execution Report



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GAME MANAGEMENT : GAME MONITORING

ACTIVE SERVICE MONITORING

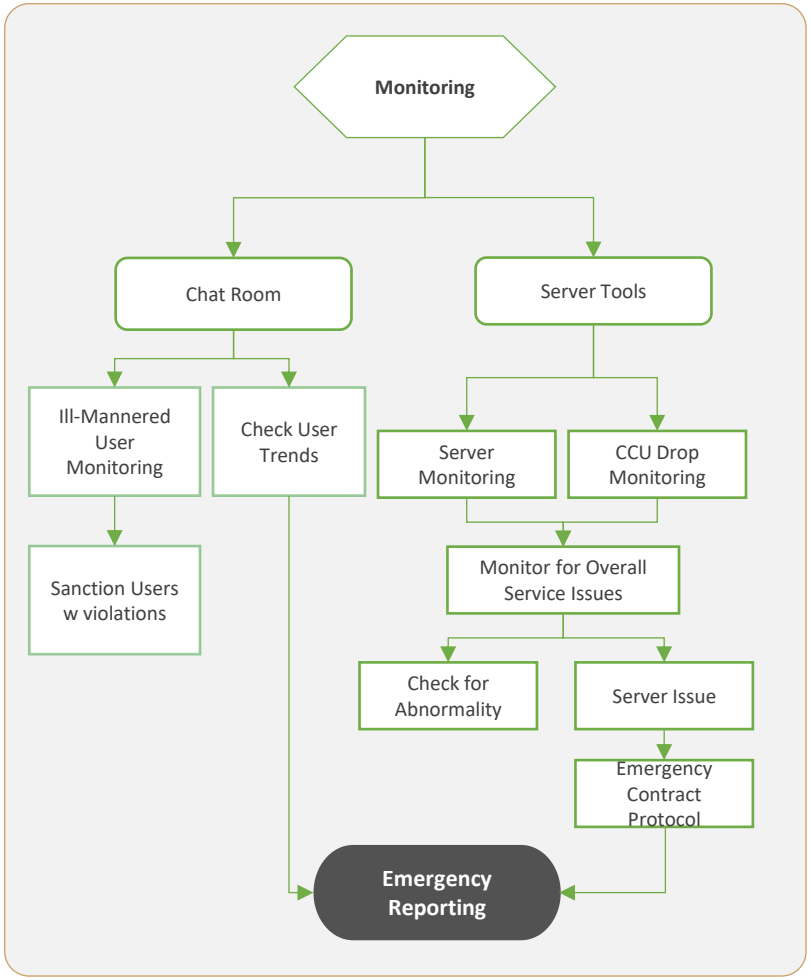
- ✓ MRTG CCU and Server Monitoring
- ✓ Hourly Manual Game Login and Server Check
- ✓ Hourly Manual Web Services Check

PASSIVE SERVICE MONITORING

- ✓ Community Tracking for Downtime Reports
- ✓ Ticket Monitoring for Customer Affecting Issues
- ✓ VIP, Discord and other Social Media Channels Monitoring

SERVICE WINDOWS

- ✓ Active and Passive Monitoring
- ✓ Coverage of Assigned Languages and Market Regions
- ✓ Shift Escalation Readiness



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GAME MANAGEMENT : EMERGENCY MAINTENANCE AND CRITICAL ISSUE RESPONSE

ISSUES	CASES	PROCESSES	COMPENSATION POLICIES
Log-in Access Issue	• Due to server issue, all users are unable to access • Not all users accessible (IOS devices)	• Emergency contact with the counterpart in charge • Announce confirmed issues • Error/bug fix and compensation announcement	• Compensate users based on the access down time
Server System Malfunction	• Server down intermittently due to instability • Lag issues	• Emergency contact with the counterpart in charge • Monitor continuous occurrence of Server issue • Discuss and proceed with the Emergency Maintenance • Issue fix and compensation announcement	• Compensate users based on the length of access down time
Major Contents Update Issues	• Unable to use due to errors in major contents such as guild, shop, PVP, etc.	• Emergency contact with the counterpart in charge • Announce Issue notice • Maintenance announcement and Bug fix • Determine the level of compensation	• 2nd compensation after confirming the scale of the system failure following the 1st compensation
Items/In-Game Currency Duplication	• Duplication of items and in-game currency is confirmed	• Emergency contact with client counterpart in charge • Maintenance announcement and Bug fix • Sanction bug/error exploiting users	• Compensate in accordance with the internal game management policy
Systems and Bugs Exploits	• Where a large number of users benefit from exploitation of the system	• Inform once duplicating exploit to confirm and exploiting methods • Discuss and proceed with the Emergency Maintenance depending on the situation • Sanction bug/error exploiting users	-
Event Issues	• An event that was announced but did not get applied to the game	• Gather and forward unapplied game contents • Normalize thru bug patch • Register revisions and announcements	• Compensate users based on the length of access down time

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TEST RESULT

- Receive Patch Content and Notes as Test Package.
- Read and analyze the package information.
- Proofread and modify by information from Patch Notes if needed and inform the client's counterpart.
- PM will send the final notes to the team by posting it in a thread under Maintenance on official Team Messenger.

PRE-TESTING PROCEDURE

- Receive the notes in the Maintenance thread on Team Messenger.
- Review the notes.
- Check the schedule and work arrangement given by the PM in the thread.
- Wait for the maintenance schedule.

MAINTENANCE TESTING PROCEDURE

- During maintenance day, post an in-game notice (Permanent Notice) in-game 30 minutes before it starts.
- Take a screenshot of the announcement in-game.
- Send the screenshot to the client via Team Messenger.
- Once maintenance starts, take a screenshot of the message in the game.
- Send the screenshot to the client via Team Messenger to confirm that the server is down.

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REGULAR TESTING UPDATES/CONTENT

- Attendance – Login and check if you get the active content updates, assets and new items/rewards.
- New Items – Check the price of the new items and if the tag is correct (Tag: NEW)
- Hot Items – Check the price of the hot items and if the tag is correct (Tag: HOT)
- Removed Items – Check if the removed items are gone.
- Map Boost – Play and check if the boost (Active Boosts like EXP or drops) is working in the specified map according to the MA notes.
- Weapon Boost – Use the item with a boost for that day and see if the weapon boost is working (Points Boost and EXP boost). PM will send the item to the test account.
- Events – Check if see the declared events in the MA notes is working. Events may vary depending on the mechanics. Example: Mission, Time Bonus etc.
- Top Up Testing – By request of the client, PM will test the lowest amount of top up in selected Payment Gateways. Check if the Top Up amount will reflect in-game.
- Item Purchase Testing - By request of the client, PM will purchase an item inside the game using the currency you top up previously. Items to be purchased may be any or as mentioned by the client.
- Banners Testing – Check if the link of all banners (Main Website Banner, Launcher, and In-Game Banner) is pointing to the right notice.

ENDING THE TEST

- For Regular testing, PM will inform the client through Team Messenger that each point of testing are working by sending a message of confirmation with a proper screenshot for proof right after of each test.
- Once the testing is done, PM will confirm that the team is done with the test.
- Wait for the client to confirm and wait for the opening of server announcement by the client.

POST MAINTENANCE

- Wait for the announcement from the client.
- Once announced, confirm that the server is open to the client by sending a screenshot in the lobby showing that players created a room in the game.
- Change and update the in-game notices using the provided announcement tool
- Send Notification across identified channels that the server is open.
- Post that the server is open in the thread on Team Messenger.
- PM will communicate with client with the final confirmation of all Maintenance activities that had been complied with through Team Messenger
- PM will then create the MA Postmortem Report and submit it on or before agreed upon cutoff of MA reports on the same day,

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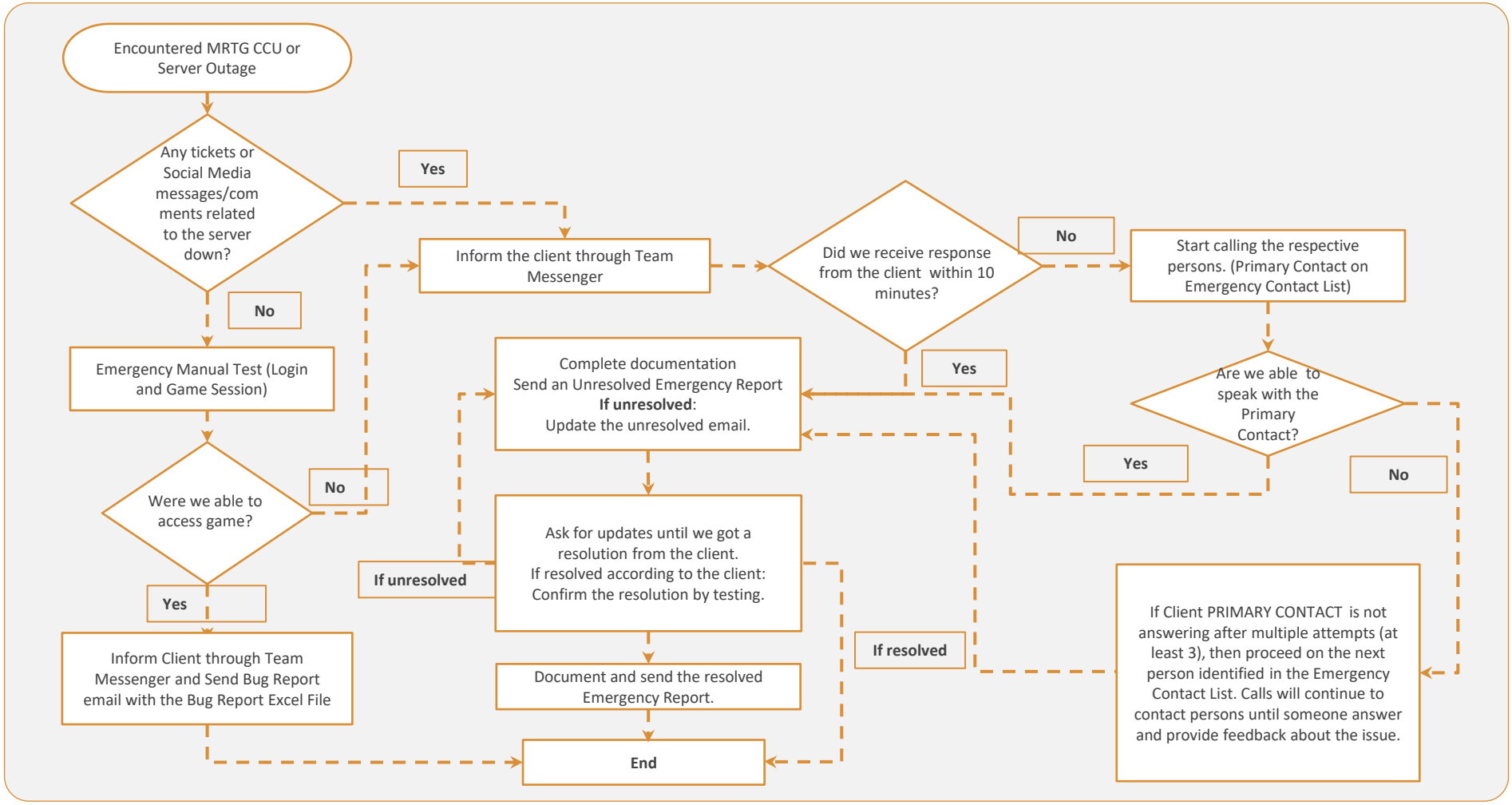
GAME MANAGEMENT : EMERGENCY DOWNTIME PROCESS



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SERVICE OVERVIEW :
COMMUNITY MANAGEMENT

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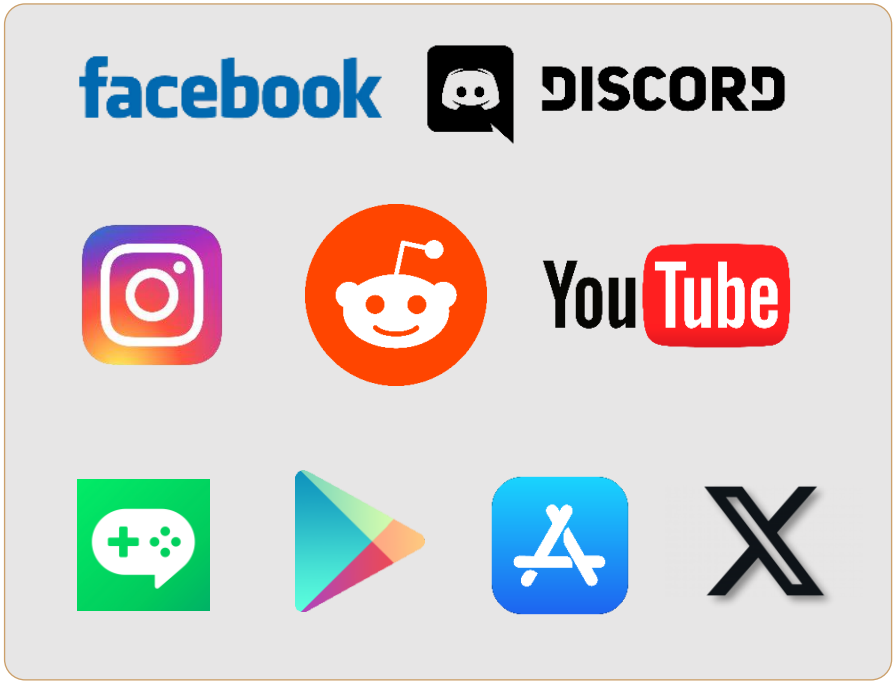
COMMUNITY MANAGEMENT : STANDARD GAME SERVICE

- ELITE's community management expertise results to an accurate picture of user's needs, preferences and concerns. Consequently, the organization is well-guided in making significant business decisions that would impact not only the organization, but the entire gaming community.
- ELITE represents your organization and interact with the community, according to your company's image and directives. This is imperative as we function as the voice between you and your players and communicate their concerns directly to you.

- Facebook, Discord, X, Naver Lounge & other Social Media management
- Social Media Content pipeline and Events Planning, Execution, Reporting
- Community and Player Market Monitoring and Trend Analysis
- Player Community Retention and Churn Analysis and Reports
- Monthly Content Plan For All Social Media Platforms
- Other Community Management related tasks



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COMMUNITY MANAGEMENT : SERVICES LIST

**Inclusive of all serviced languages*

SERVICES LIST	DESCRIPTION
ENGAGEMENT AND INTERACTION	• Social Media Monitoring • Forum Participation • Community Moderation • Crisis Management & User Education
CONTENT CREATION	• Content Planning and Ideation • Visual Assets • Hashtags and Keywords • Content Localization • Content Distribution Strategy
INFLUENCERS COLLABORATION AND COORDINATION	• Influencer Research Coordination (Major/Macro) • Partnership Outreach • Influencer Contract Negotiation • Audience Insights Utilization
COMMUNITY AND PLAYER MARKET MONITORING AND TREND ANALYSIS	• Sentiment Analysis • Community Dynamics • User Experience Enhancements • Feedback History and Trend Analysis
REPORTING	• Campaign Analysis & Community Health Assessment • Community Sentiment Analysis • Insightful Analysis • Actionable Recommendations • Daily, Weekly, Monthly Community Temperature Report
COMMUNITY EVENTS	• Event Ideation and Planning • Communication Strategy • Progress Tracking • Post Event Wrap up

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ENGAGEMENT AND INTERACTION

SOCIAL MEDIA MONITORING	FORUM PARTICIPATION	MODERATION	CRISIS MANAGEMENT	USER EDUCATION
• Real-time content tracking on various social media platforms. • Keyword and hashtag monitoring. • Sentiment analysis to gauge public opinions. • Competitor analysis to stay informed about industry trends. • Reporting and analysis of social media data.	• Actively engage in community discussions and threads. • Address questions, concerns, and inquiries. • Share insights, solutions, and expert advice. • Create new topics or threads to stimulate conversation. • Promote healthy forum interaction and etiquette.	• Monitor and enforce community guidelines. • Remove or address inappropriate content or behavior. • Issue warnings, temporary bans, or permanent bans as necessary. • Investigate and resolve user conflicts and disputes. • Implement content review procedures.	• Address and manage community crises or controversies promptly. • Implement communication strategies to maintain community trust. • Coordinate responses with PR and legal teams as needed. • Mitigate the impact of negative publicity and brand damage. • Learn from past crises to prepare for future incidents.	• Educate community members about new features, updates, or changes. • Provide training materials and tutorials. • Offer regular webinars or educational sessions. • Create knowledge base articles and FAQs. • Foster a learning and growth-oriented community environment.

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CONTENT CREATION

CONTENT PLANNING	VISUAL ASSETS	HASHTAGS AND KEYWORDS	CONTENT LOCALIZATION	CONTENT DISTRIBUTION STRATEGY
• Develop a comprehensive content calendar with post schedules and topics. • Prioritize content based on relevance and importance. • Set clear objectives for each post and its role in the overall strategy.	• Create, source, or design high-quality visual content, including images, graphics, videos, and animations. • Ensure all visual assets align with the product's branding and message. • Maintain a media library for easy access to visuals.	• Conduct thorough research to identify and employ relevant hashtags and keywords for content optimization. • Boost discoverability and engagement through appropriate tags and keywords. • Stay updated on trending industry keywords and adapt content accordingly.	• Translate and adapt content for different language markets. • Ensure that localized content is culturally appropriate and relevant. • Localize visual assets, such as graphics and images, for different regions.	• Develop a clear strategy for distributing content across various platforms and channels. • Plan content release schedules and consider time zones and peak engagement periods. • Diversify distribution to reach a wider and more diverse audience.

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COMMUNITY EVENTS

EVENT IDEATION AND PLANNING

- Brainstorm and plan new events, challenges, and contests.
- Define event objectives, target audience, and desired outcomes.
- Create event concepts and themes.

COMMUNICATION STRATEGY

- Develop a communication plan to inform the community about the event.
- Decide on the messaging and content for event promotion.
- Communicate important event details and updates.

PROGRESS TRACKING

- Monitor the progress and performance of event participants.
- Keep track of achievements, points, or milestones reached during the event.
- Provide real-time progress updates to participants.

POST-EVENT WRAP-UP

- Conduct a thorough review and evaluation of the event.
- Gather feedback from participants and assess event performance.
- Close the event and announce winners and results.

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INFLUENCERS COLLABORATION ANDCOORDINATION

INFLUENCER RESEARCH

- Identify potential influencers based on their niche, audience, and alignment with the product or brand.
- Evaluate the influencer's credibility, reputation, and engagement metrics.
- Create a list of potential influencers for collaboration.

PARTNERSHIP OUTREACH

- Reach out to identified influencers and initiate collaboration discussions.
- Craft personalized outreach messages and proposals.
- Establish initial contact and gauge interest.

INFLUENCER CONTRACT NEGOTIATION

- Negotiate terms, compensation, and expectations with influencers.
- Draft clear contracts specifying deliverables, timelines, and payment structures.
- Ensure legal compliance and mutual understanding.

AUDIENCE INSIGHTS UTILIZATION

- Leverage influencer insights on audience preferences.
- Apply audience insights to refine product development, marketing, and community engagement strategies.
- Personalize content and promotions based on influencer-driven audience data.

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COMMUNITY AND PLAYER MARKET MONITORING AND TREND ANALYSIS

SENTIMENT ANALYSIS

- Analyze community sentiment to understand user emotions and attitudes.
- Use sentiment analysis tools to categorize and assess the tone of feedback.
- Identify shifts in sentiment and respond accordingly.

COMMUNITY DYNAMICS

- Observe and understand the dynamics and interactions within the community.
- Recognize influential community members and key contributors.
- Promote positive community dynamics and resolve conflicts when necessary.

USER EXPERIENCE ENHANCEMENTS

- Continuously work on improving the overall user experience based on feedback.
- Identify pain points and areas of improvement for product or community features.
- Implement changes to enhance user satisfaction.

FEEDBACK HISTORY AND TRENDS ANALYSIS

- Analyze the historical data of community feedback to identify recurring themes and trends.
- Understand how user priorities and concerns have evolved over time.
- Anticipate future needs and improvements based on feedback history.

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ANALYSIS AND REPORTING

CAMPAIGN ANALYSIS	COMMUNITY HEALTH ASSESSMENT	COMMUNITY SENTIMENT ANALYSIS	INSIGHTFUL ANALYSIS	ACTIONABLE RECOMMENDATIONS
• Analyze the impact of marketing campaigns and events on community engagement. • Evaluate how campaigns influence engagement metrics. • Identify successful campaign elements and areas for improvement.	• Assess the overall health and vitality of the community based on engagement metrics. • Identify signs of a healthy and engaged community, such as high interaction rates and positive sentiment. • Monitor warning signs of declining engagement or community issues.	• Analyze community sentiment by categorizing and measuring positive, negative, and neutral responses. • Detect shifts in sentiment over time and in response to specific events. • Respond to sentiment changes with appropriate actions.	• Conduct in-depth analysis to extract insights from the collected data. • Identify patterns, correlations, and user behaviors that provide a deeper understanding of community engagement. • Generate insights that inform decision-making.	• Based on the analysis, provide actionable recommendations for optimizing community engagement. • Suggest specific strategies, content improvements, or engagement initiatives. • Ensure that recommendations are practical and can be implemented.

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COMMUNITY MANAGEMENT : COMMUNITY SERVICES ROADMAP

ROADMAP	MONTH 1	MONTH 2	OPERATIVE STANDARD
PHASE	• Red Hat Operations	• Post Red Hat Operations	• Regular Operations Period
MISSION	• Build The Core Community	• Expand and Diversify	• Nurture and Evolve
FOCUS POINT	• Early Adopters and Evangelizers	• Existing Community And New Player Acquisition	• Existing Community And Churned
OBJECTIVE	• Create Awareness and Cluster the Community	• Drive Content and Diversify Community Channels	• Retention and Re-Acquisition
PLATFORMS	• Web, Twitter, Reddit, Facebook	• Twitch, TikTok, Discord	• Other Game Streaming and Fan Pages

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SERVICE OVERVIEW :
QUALITY ASSURANCE

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QUALITY ASSURANCE : STANDARD GAME SERVICE

- The correlation between a well-managed game and a high-quality product is strongly influenced by a solid QA process. This is one of the core foundations upon which your player community will base their opinions of your game. ELITE offers tailored Quality Assurance as part of its Standard Game Service, customized to meet the specific needs and requirements of your organization for users' better gaming experience.
- ELITE possesses extensive experience and a skilled QA workforce across various domains, including gaming, web development, VR, and e-commerce. We are actively advancing our testing capabilities through the implementation of technology-based testing enhancements, such as test automation and solutions.
- Our specialized QA team and Language specialists thoroughly tests gameplay mechanics, graphics, audio, and functionality to identify and resolve bugs, glitches, and performance issues. Using a combination of manual, Toolkits, and automated testing methods, they strive to achieve seamless gameplay across different platforms, enhancing user satisfaction and the game's market competitiveness.
- ELITE possesses extensive experience in various domains such as gaming, web, VR, and e-commerce, along with skilled personnel, and is currently advancing technology-based testing, including test automation and solution implementation.

- Functionality Testing (update verification, local account billing testing, etc.)
- FGT (Focus Group Testing)
- L10N / I18N QA
- Usability Testing (UI/UX, etc)
- Ad Hoc Testing
- API Validation
- Blockchain and Metaverse Validation
- Compatibility Testing (Mobile Device, PC)
- SQL query testing
- Web, Mobile App, and Web App Testing

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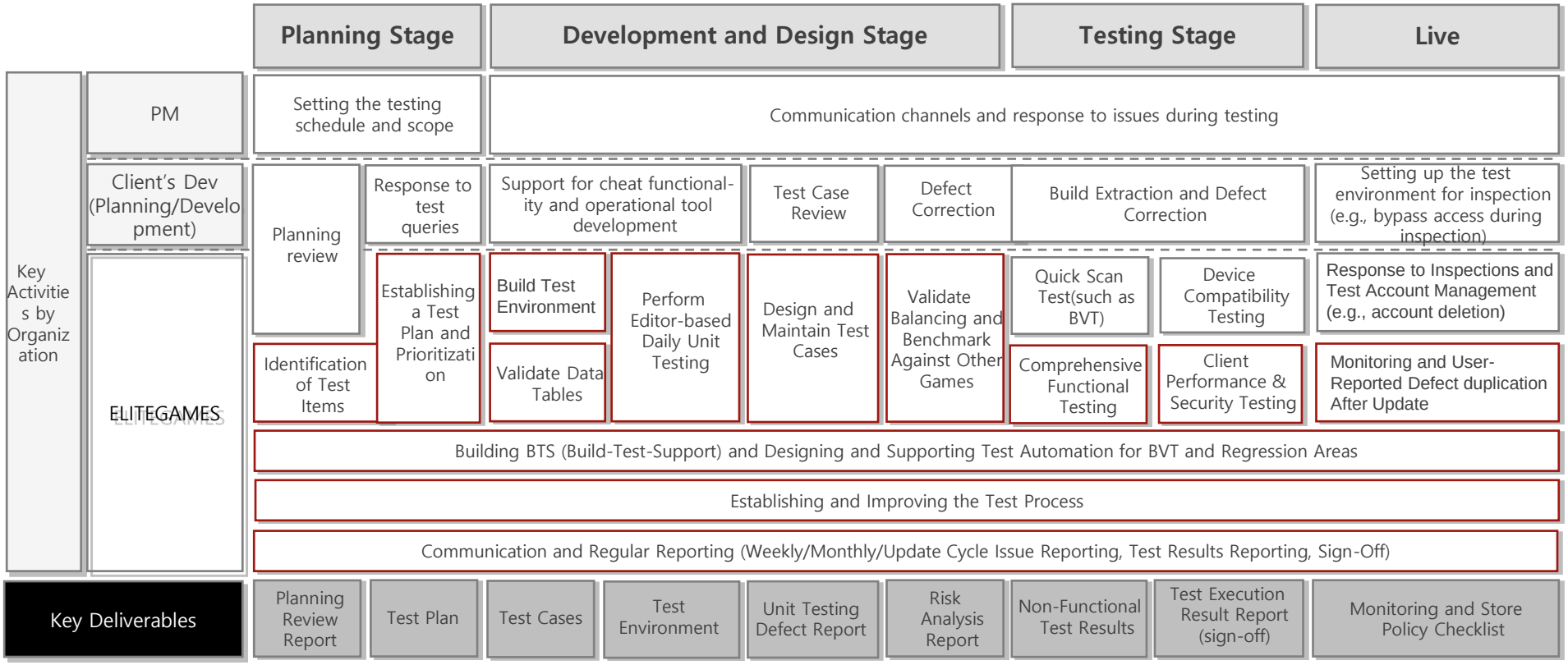
QUALITY ASSURANCE : QUALITY ASSURANCE WORK PROCESS

- The roles and responsibilities of the client and our company can be structured as follows for each stage of development. Please note that this is flexible and may vary depending on the client's organization and circumstances.



Lessons learned

- Expertise in identifying key weak points and defect types by genre is crucial for achieving rapid test results.
- Avoid overloading clients with excessive documentation demands and rigid schedules; a flexible testing toolkit is essential.
- Since most reviewers responsible for outsourcing and evaluating deliverables are not QA specialists, providing intuitive reports that allow readers to quickly understand the issues is important.

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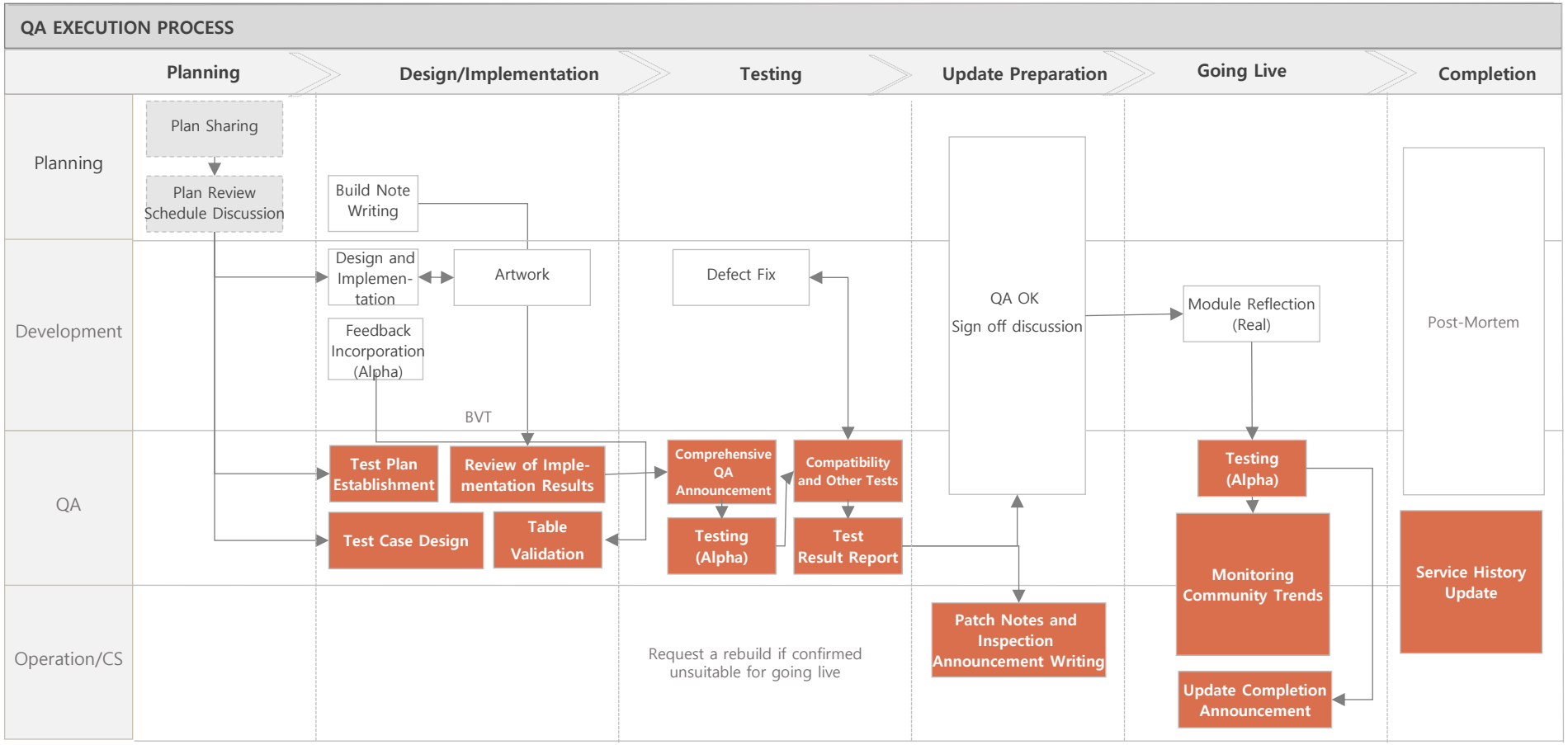
QUALITY ASSURANCE : QUALITY ASSURANCE EXECUTION PROCESS

- The typical testing process generally proceeds as follows. Please note that it can be flexibly adjusted depending on the client's organization and specific circumstances.



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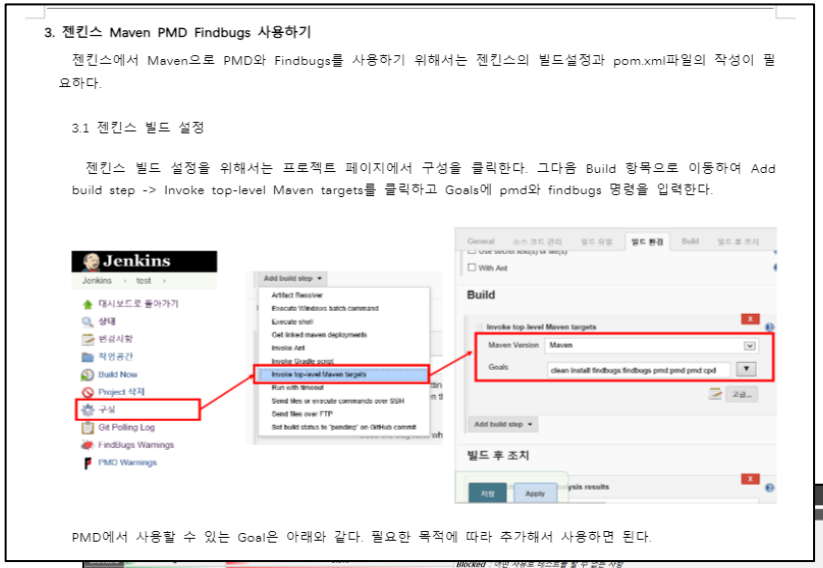
- We have extensive experience and expertise in executing diverse projects for a wide range of clients. Additionally, our comprehensive reports and testing toolkits allow us to start work promptly without the need for extensive preparation time or planning documents, enabling us to achieve quick results.



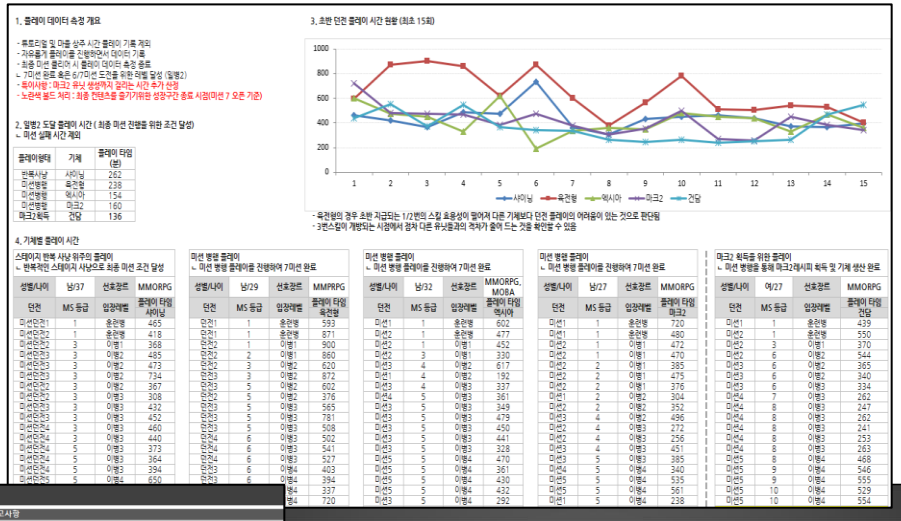
3. 젠킨스 Maven PMD Findbugs 사용하기

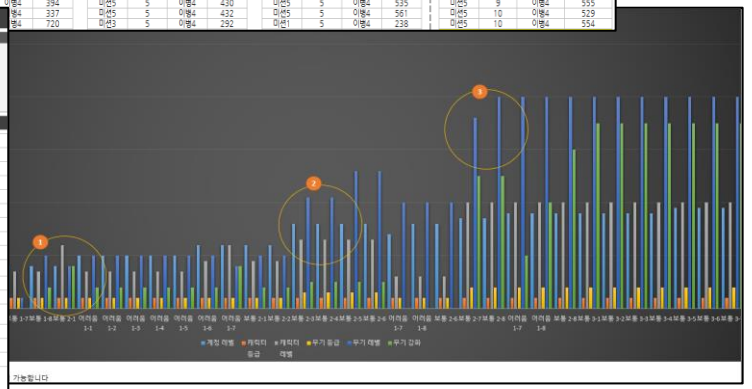
젠킨스에서 Maven으로 PMD와 Findbugs를 사용하기 위해서는 젠킨스의 빌드설정과 pom.xml파일의 작성이 필요하다.

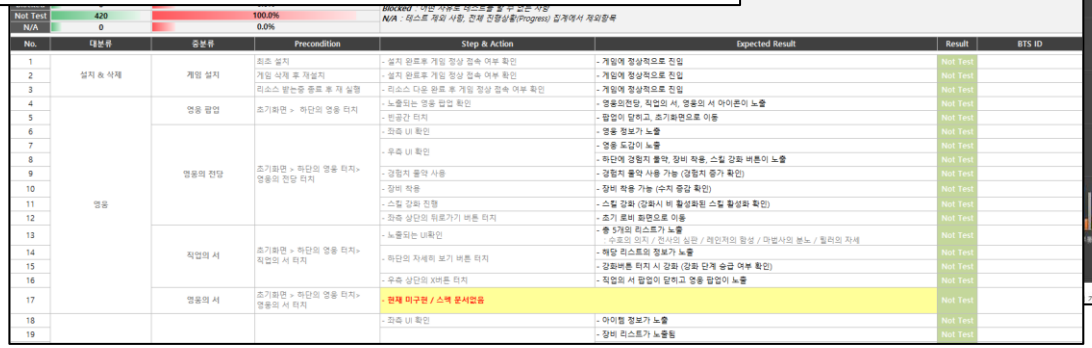
3.1 젠킨스 빌드 설정

젠킨스 빌드 설정을 위해서는 프로젝트 페이지에서 구성을 클릭한다. 그다음 Build 항목으로 이동하여 Add build step -> Invoke top-level Maven targets를 클릭하고 Goals에 pmd와 findbugs 명령을 입력한다.

PMD에서 사용할 수 있는 Goal은 아래와 같다. 필요한 목적에 따라 추가해서 사용하면 된다.







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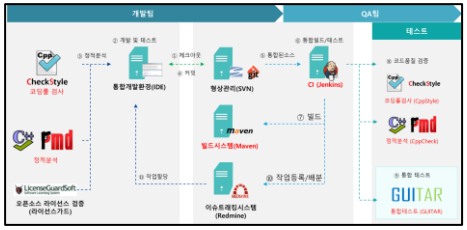
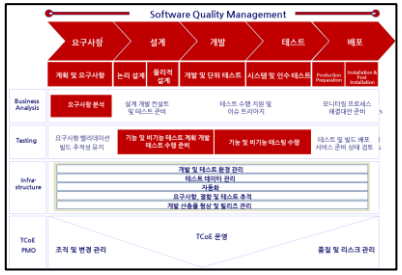
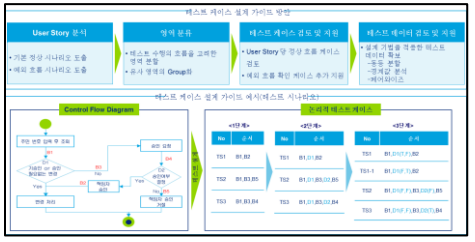
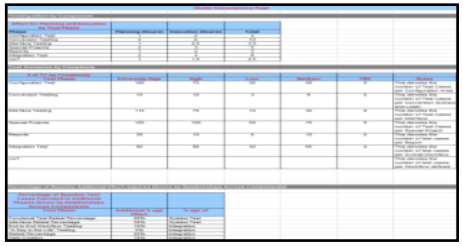
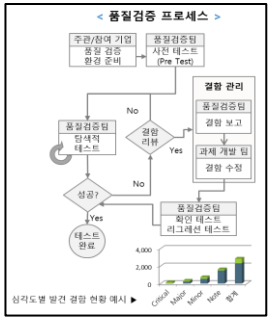
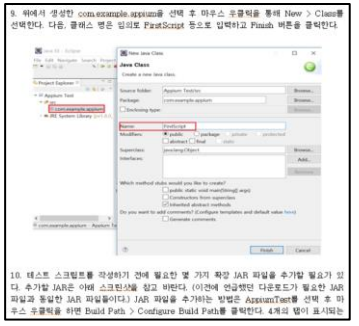
QUALITY ASSURANCE TOOLKIT : QUALITY ASSURANCE SERVICES

- We possess readily usable toolkits applied in numerous projects, and we leverage systematic and rational expertise to support our clients' project validations.

Test Management Toolkit

Configuration management	Testing Methodology	Testing Framework	Test Case Development Guide
			

Testing Effort Estimation Tool	Defect Management	Test Analysis Report	Test Automation Methodology & Guide
			

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03

ELITE VALUE ADDED GAME SERVICES

VALUE ADDED GAME SERVICES OVERVIEW

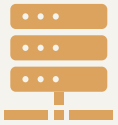
- Building on years of experience in game publishing and outsourcing, Elite offers more than just our existing Standard Game Services (Customer Support, Game Management, Community Management, Quality Assurance).
- We provide a range of value-added services tailored to the specific needs and requirements of our clients as they launch games domestically and internationally. By leveraging Elite's value-added services, clients can receive professional support services essential for global expansion.

MARKETING

- Professional Marketing and PR Services
- Digital Advertising
- Market Specific Influencer Marketing
- Offline Event, Café Seeding and e-Sports Tournament
- Stealth Viral Marketing
- (SEO) Search Engine Optimization
- ASO (App Store Optimization)
- Comprehensive Social Media Account Management

CONTENT LOCALIZATION

- Full Game Translation & Localization (English, Chinese – Simplified & Traditional, Japanese, Spanish, Portuguese, Thai, Bahasa Indonesia, Tagalog, German, French, Arabic, Korean, etc.)
- Game Scripts and Contents Writing
- Website Localization and Contents Management



TECHNICAL QUALITY ASSURANCE

- Game Functionality Testing
- Focus Group Testing (FGT)
- Ad-Hoc & Destructive Testing
- L10N and I18N QA Testing and Fine Tunning
- Comparability Testing
- Console and AR/VR Game Testing
- Compliance Testing Services
- Store Submission Guideline Testing

CREATIVE SERVICES

- Social Media Banner, Video, and Creatives
- Pre-Production Concept Art Design
- 3D Modeling (High & Low Polygon Development)
- 2D and 3D Character/Environment Development
- Digital Sculpting and Animation
- 3D Studio Max, Maya, Z brush, Unity 3D, Unreal etc.

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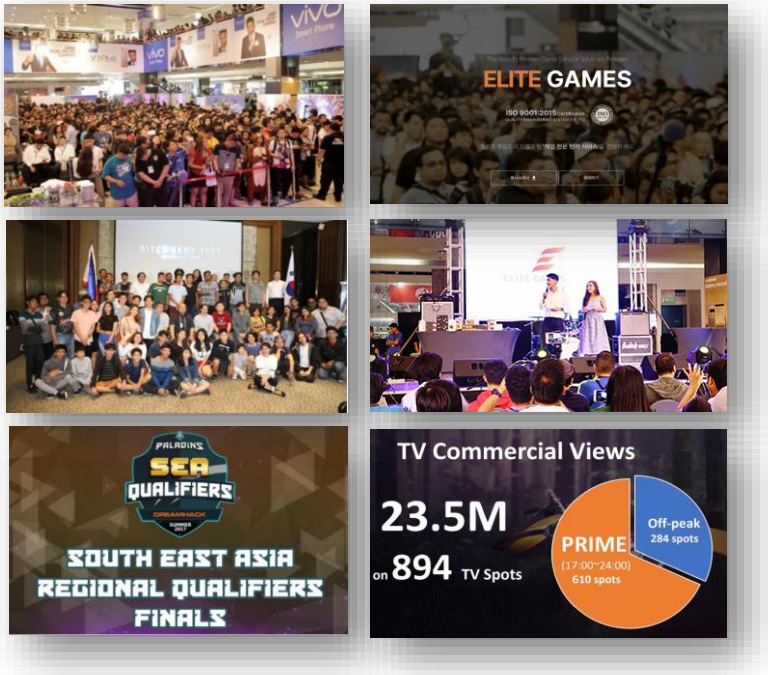
MARKETING SERVICES VALUE ADDED GAME SERVICES

- ELITE's Marketing Team offers comprehensive marketing solutions for PC, console, and mobile games, utilizing various channels to effectively reach target audiences. Through digital advertising, we leverage online platforms to target specific demographics and optimize campaign performance.
- By utilizing qualified and viral sources to increase traffic, reach, and engagement, ELITE helps clients effectively acquire users and maximize brand awareness for their games. By capitalizing on the presence of targeted users across different channels, we provide an economical and effective approach to audience reach and campaign optimization.
- Our PR efforts generate media coverage and build brand visibility within the gaming community. Additionally, our Out-of-Home Advertising and Mass Media initiatives reach wider audiences, while Social Media marketing facilitates engaging and interactive campaigns to foster player interest and loyalty.

PROFESSIONAL MARKETING SERVICES

- Professional Marketing and PR Services
- Digital Advertising
- Market Specific Influencer Marketing
- Offline Event, Café Seeding and e-Sports Tournament
- Stealth Viral Marketing
- (SEO) Search Engine Optimization
- ASO (App Store Optimization)
- Comprehensive Social Media Account Management



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GAME LOCALIZATION VALUE ADDED GAME SERVICES

- Our objective is to help game publishers and developers efficiently enter the global market and maximize ROI by leveraging our expertise in the language and culture of the target audience. Our professional team, composed of linguistic experts and researchers, is dedicated to understanding how your game can transcend geographic boundaries and resonate with players from diverse cultures.
- With a network of language specialists and native game industry professionals, we accurately translate in-game text, dialogues, and user interfaces to ensure cultural relevance and player engagement.
- Our comprehensive approach considers regional preferences, cultural norms and mores, religious sensitivities, idiomatic expressions, and legal requirements, delivering a seamless and immersive gaming experience for players worldwide.
- Additionally, we provide ongoing support to adapt the game for emerging markets and updates, ensuring a consistent and localized experience

GAME LOCALIZATION

- Full Game Translation & Localization
- Translation Services for all Major Global Languages (English, Chinese – Simplified & Traditional, Japanese, Spanish, Portuguese, Thai, Bahasa Indonesia, Tagalog, German, French, Arabic, Korean, etc.)
- Game and Content Cultural Audit
- Game Scripts and Contents Writing
- Website and PR Content Articles Localization & Translation

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TECHNICAL QUALITY ASSURANCE

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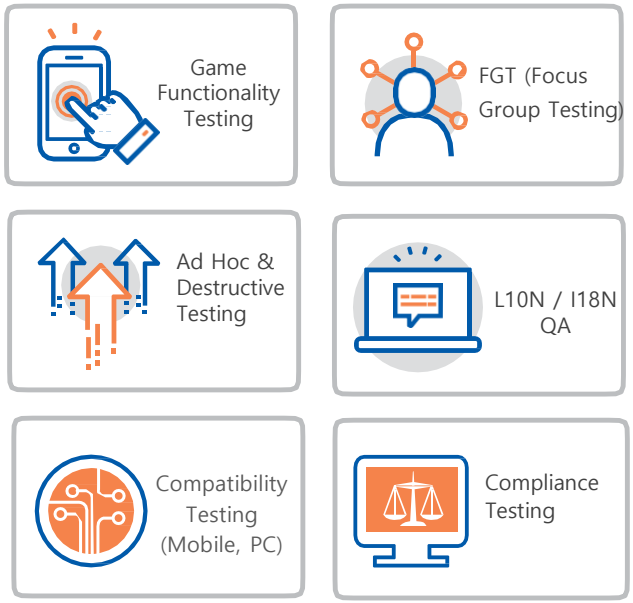
- Store Submission Guideline Testing



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CREATIVE SERVICES VALUE ADDED GAME SERVICES

- The uniqueness, quality, and responsiveness of a game's visuals are vital. ELITE understands that capturing the imagination of gamers requires a suspension of disbelief, achieved by bringing the game to life.
- We recognize that time-to-market is crucial, and that art development is one of the most time-consuming activities in game development. Our Graphic Studio can enhance your team's ability to develop and release the game on time with high-quality graphic works.
- ELITE offers comprehensive art production services tailored to game companies and other industries, designed to enhance the visual aspects of their products and ads. Our creative services aim to elevate the overall visual experience for clients, optimizing their products for various platforms and genres to captivate players and enhance the success of their titles in competitive markets.

CREATIVE SERVICES

- Social Media, Advertising Banner, Video, and Creatives
- Website Asset Creation Services
- Video and Live Streaming Asset Production
- Digital Ads and On-Ground Event Art and Collaterals Production
- Animation Services
- Pre-Production Concept Art Design
- 3D Modeling (High & Low Polygon Development)
- 2D and 3D Character/Environment Development
- Digital Sculpting and Animation
- 3D Studio Max, Maya, Z brush, Unity 3D, Unreal etc.

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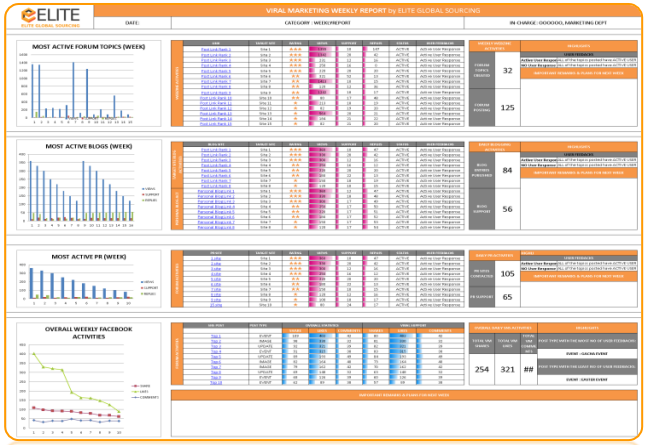
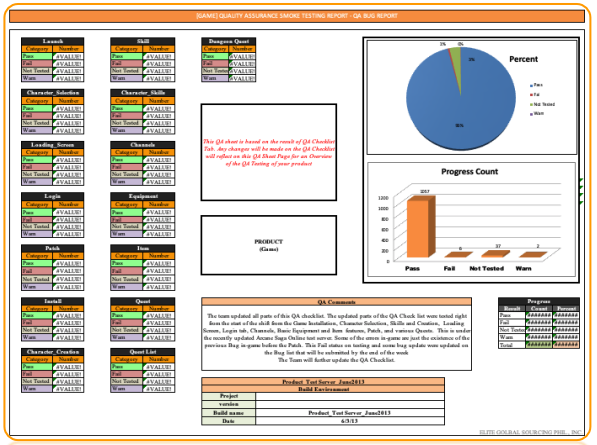
04

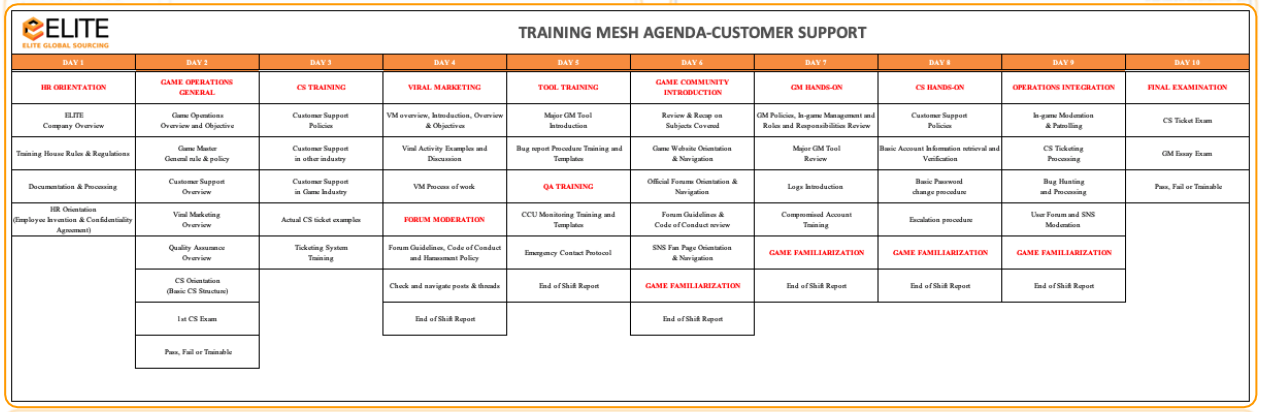
ELITE OPERATIONS REPORTING

DAILY, WEEKLY AND MONTHLY CS REPORT REPORTING

- ❑ Monitoring and collection of defects/bugs in-game, such as websites, tools, servers, systems, and illegal programs
- ❑ Server monitoring within the service window
- ❑ For all issues, perform accurate reporting by writing duty reports, daily reports, weekly reports, and monthly reports







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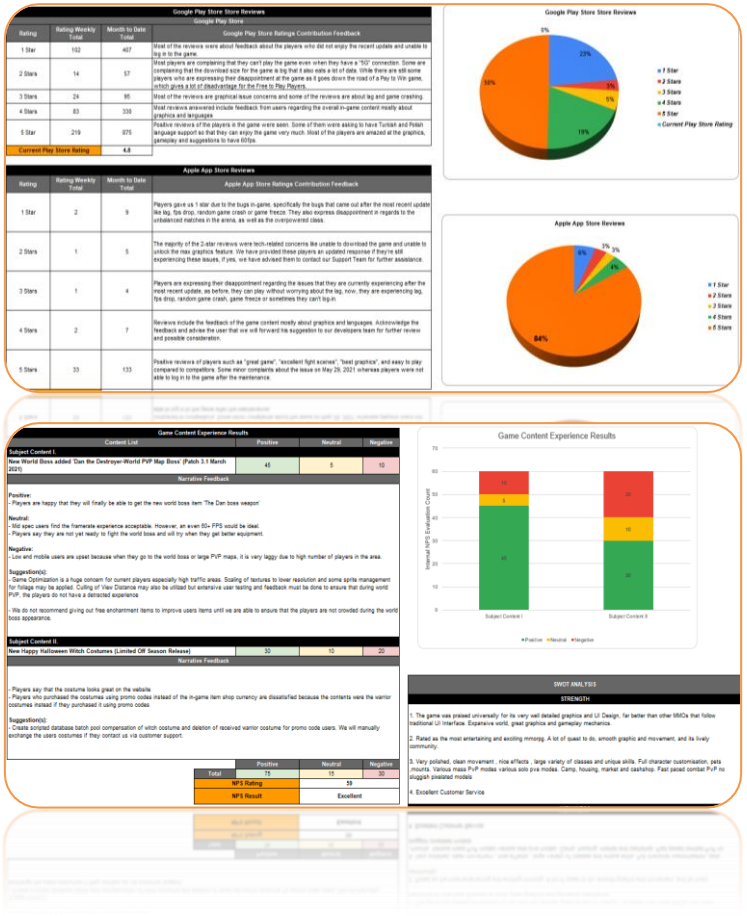
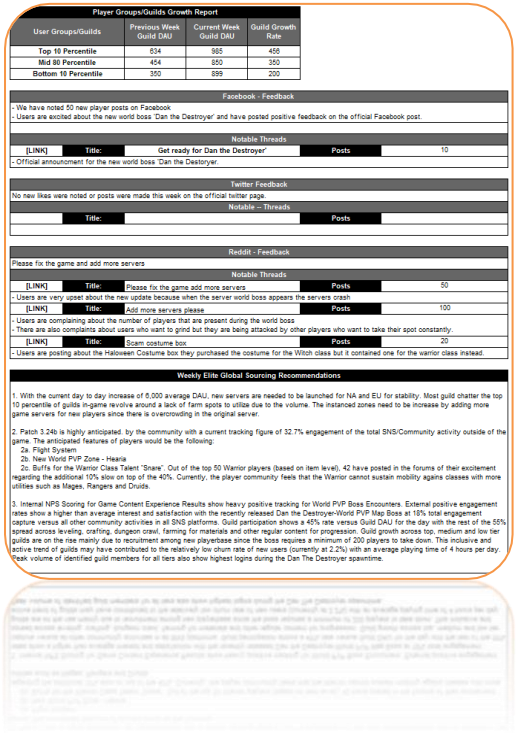
PRODUCT & CONTENT MONITORING REPORTING

- ❑ Game operation requires accurate data and analysis of player trends.
- ❑ ELITE's game operation report provides key data on players, events, trending issues, engagement, feedback, problems, and needs of the players.





STANDARD REPORT INFO

- Google and iOS Play Store Reviews
- Weekly Community Engagement Data
- Game Content Experience (Player base Reception With Simulated NPS Scores)
- Player Pain Points
- Top User Feedback/Suggestions
- Player Groups/Guilds Growth
- Social Media Feedback
- Product SWOT
- Game Ecosystem Snapshot
- Weekly Elite Product Recommendations

**We will modify and customize this report specific for your product, player base and goals*

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MARKET TREND REPORTING REPORTING

- To excel in gaming, understanding players and the market is vital. ELITE's market report offers in-depth insights into specific regions, revealing valuable customer engagement info for your games.

- ELITE's market report analysis and recommendations help your company with pricing, branding, game positioning, player-generated content, competitor analysis, content release timing, and PR activities. This support enhances your offerings and delivers an outstanding gaming experience to players.

STANDARD REPORT INFO

- Market Landscape
- Competitor Landscape
- Gaming Landscape
- Mobile Market Data
- Game Events Summary
- Social Media and Media Mileage
- Competitor Activities and Comparison
- Market and Player base: Elite Analysis and Recommendations

Product Performance - Monthly CCU Comparison
As of 1st Quarter 2021

GAME	Previous Quarter				Current Quarter				Next Quarter			
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New Registrations	5,000	10,000	10,000	8,000	8,000	8,000	7,000	7,000	6,000	6,000	6,000	6,000
Total Registrations	20,000	30,000	40,000	48,000	56,000	64,000	71,000	78,000	84,000	90,000	96,000	102,000
Monthly Active User (MAU)	12,000	18,000	24,000	28,800	33,600	38,400	42,600	46,800	50,400	54,000	57,600	61,200
Daily Active User (DAU)	9,600	14,400	19,200	23,040	26,880	30,720	34,080	37,440	40,320	43,200	46,080	48,960
Peak Concurrent User (PCU)	4,800	7,200	9,600	11,520	13,440	15,360	17,040	18,720	20,160	21,600	23,040	24,480
Paying Unique ID (PUID)	2,400	3,600	4,800	5,760	6,720	7,680	8,520	9,360	10,080	10,800	11,520	12,240
Revenue	$24,000	$36,000	$48,000	$57,600	$60,480	$61,440	$68,160	$74,880	$70,560	$64,800	$69,120	$61,200
Average Revenue Per User (ARPU)	$2.00	$2.00	$2.00	$2.00	$1.80	$1.60	$1.60	$1.60	$1.40	$1.20	$1.20	$1.00

COMPETITOR MARKET SHARE COMPARISON (in terms of CCU Market Share)

Publisher	Game	Previous Quarter				Current Quarter				Next Quarter			
		Month 1	Month 2	Month 3	Month 4	Month 1	Month 2	Month 3	Month 4	Month 1	Month 2	Month 3	Month 4
NCSoft													
Company 1													
Company 2													
Company 3													
Company 4													
Company 5													

**We will modify and customize this report specific for your product, player base and goals.*

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05

QUALITY & CONTINUOUS IMPROVEMENT

OPERATION SYSTEMIZATION

1

CLIENT COMMUNICATIONS AND PROCESS INTEGRATION

1. Agile Scrum and other Project Management Methodologies
2. Web based and Intranet Shared Knowledgebase
3. Red Hat-Blue Hat and Calibration of operations - integration teams

2

PRODUCT AND SERVICE DELIVERY

1. Workforce Management Systems
2. Performance Dashboard
3. NOC Monitoring Center
4. Volume Forecasting
5. Viral Marketing Strategy Monitoring and Implementation Adherence
6. QA-Game Bug Tracking and Reporting Analytics

3

QUALITY AND CONTINUOUS IMPROVEMENT

1. Lean Six Sigma Training
2. CMMI-Corporate Training
3. High Performance Culture
4. Dedicated ELITE UX (user experience) Engineering Team
5. Dedicated Communications Coach Team
6. Quality Control Team

- ELITE manages game products in accordance with Client's visions and goals through seamless integration with our system of operations.
- Operations systematization ensures complete adherence to your organization's policies and processes including oversight management, maintaining functional control over your title's outsourced game operations.
- Operations mind-mapping and CMMI adherence serves an indispensable compass, which guides everyday operations of every agent and of every shift of ELITE.

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COMMUNICATIONS COACHING

Ensuring Team Member's Growth and Player Delight!

Empowering team members with strong communication skills is a crucial element for job satisfaction and user satisfaction. Helping people communicate better not only enhances productivity but also contributes to building better relationships with clients' game users.

01 Agent Sampling

02 Contact or Response Evaluation

03 Diagnosis and Analysis of Needs

04 One on One Coaching Session

05 Personal Communication Improvement Plan

06 Weekly Coaching Sessions

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KEY PERFORMANCE INDICATORS (KPIs)

We Measure for Success!

H. James Harrington once said; “Measurement is the first step that leads to control and eventually to improvement. If you can’t measure something, you can’t understand it. If you can’t understand it, you can’t control it. If you can’t control it, you can’t improve it.”

ELITE believes that one of the key drivers of success is understanding what we do and improving how we do it. By partnering with us, clients can create meaningful player experiences and provide a better bottom line through effective services management.

PRODUCTIVITY

- Schedule Adherence
- Average Processing Time
- Occupancy Rate
- After Contact Work
- Escalation Rate

RELIABILITY

- Attendance Rating
- Risk Compliance
- Forecast Accuracy

QUALITY

- Quality Rating
- Contact Compliance Rating
- Account Compliance
- Escalation Compliance

CUSTOMER DELIGHT

- First Contact Resolution
- Net Promoter Score
- CSAT Score
- Turn Around Time

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SECURITY DEPLOYMENT PLAN

INFRASTRUCTURE	DATA PRIVACY	SECURITY	DATA MANAGEMENT
• Secure Network Room • Secure Operations Area • Fully Managed Firewall Policies • Scanned Network Access Points • Basic CIS Implementation • 24/7 On-Site CCTV Monitoring • Dedicated internet line for the client	• Cloud Only Based Information • Verified Hardware On Operations Only Policy • Regular Data Privacy-Data Security Training with all Staff Members • Spot Compliance Check Across The Board • Data Security Agreement	• Scanned Network Access Points • Intrusion Detection • Software Policy Updates • Malware and Antivirus Software • Multi Factor Authentication On User Terminals • Fully Managed Terminal Policies • User Activities Log Audit	• Zero Trust Policy • Encrypted File – Cloud Based Storage (Cryptbox) • Data Classification Policy Enactment • Tiered Information Availability • Zero Physical Data Storage • Data Asset and Access Management

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TARGET KEY PERFORMANCE INDICATORS (KPIs)

KPI	RATE	KPI	RATE
CUSTOMER SATISFACTION SCORE(CSAT)	90% and above	OCCUPANCY RATE	92% and above
SERVICE QUALITY	95% and above	AGENT UTILIZATION	90% and above
FIRST CONTACT RESOLUTION	74% and above	AVERAGE PROCESSING TIME	Tier 1: =< 5 minutes/ticket Tier 2: =< 15 minutes/ticket VIP: =< 10 minutes/ticket
AVG RESPONSE PER TICKET	1.3 times	SERVICE DELIVERY SCHEDULE COMPLIANCE RATE	99% and above
Tier 1, 2 SERVICE LEVEL AGREEMENT	24 Hours Within Service Windows	STANDARD COMPLIANCE RATE	98% and above
VIP SERVICE LEVEL AGREEMENT	1 Hour Within Service Windows		

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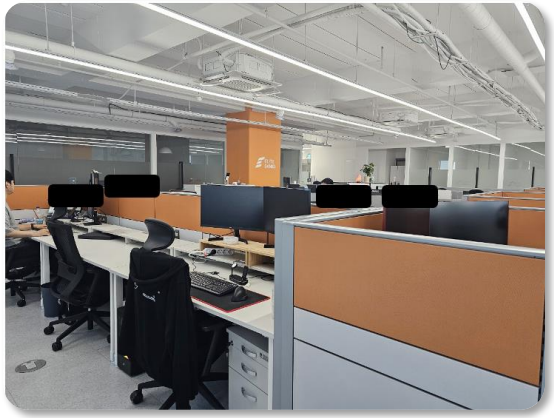
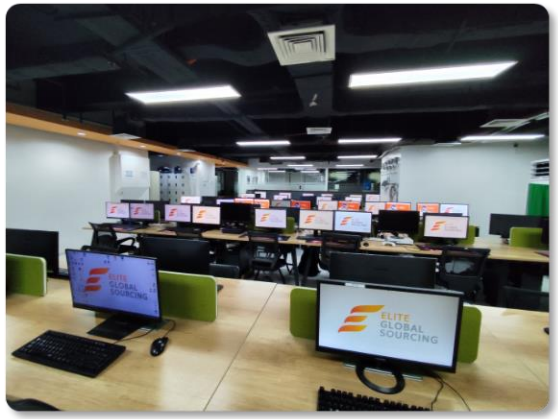
WORKSTATIONS

FACILITY SPECIFICATIONS

- ❑ BPO-Grade building Office Space for the client Assigned Dedicated Operations Team
- ❑ ELITE will provide Standard PC setup per employee which is defined as Mid-range spec computers during signing of contract
- ❑ Internet Connection (Fiber Optic Main Connection with Redundant Line)
- ❑ Standard Workstation Furniture & Fixtures Ergonomic chairs and peripherals
- ❑ Special devices and assets to accommodate differently abled employees
- ❑ Non-Standard peripherals, mobile devices, portable data storage units, computers and special software will be billed to Client five (5) days prior to purchase date upon agreement of both parties
- ❑ Meeting Room with video Conferencing equipment
- ❑ Kitchen & Pantry





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ELITE SUPPORT GROUPS

- We believe that your offshore team should serve as an extension of your organization. From Backend, Knowledgebase, CRM integration, Customer Experience to Corporate Culture and Values, we strive to provide the level of quality you expect and work on exceeding it through continuous improvement.

SERVICES LIST	DESCRIPTION
Business Development Team (Red Hat)	• Responsible for ensuring smooth transition and integration between the client and ELITE until Live Operations. Manages project timelines and client communication.
Information Technology Team	• Manages information systems, data security and integration.
Human Resource Team	• In collaboration with the Red Hat Team, HR resolves to provide the most skilled and best job fit employee assignment to the client. Ensures compliance with all local and national labor regulations.
Training And Communications Coaching Team	• Conducts initial CCT-PST training for agents and leadership. During live operations, they are pro-actively monitoring agent and team performance in order to implement continuous improvement for services.
Workforce Management Team	• Together with the Senior Product Manager, the WMT provides schedules and assignment blocks to all team members. They are also tasked in projecting incoming volume, service window management and provide feedback to the client with regard to efficient assignment of labor manpower hour pool.
Quality Assurance and UX (User Experience) Team	• Together with all stakeholders including the client, the QA and CX team is responsible for positive player experience, Client Calibration sessions, CSAT sampling, monitoring and improvement development – implementation across the organization.

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06

ELITE GAME SERVICE REFERENCE

PC & MOBILE SERVICE PORTFOLIO GAME SERVICE REFERENCE

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PC & MOBILE SERVICE PORTFOLIO GAME SERVICE REFERENCE

and many more..

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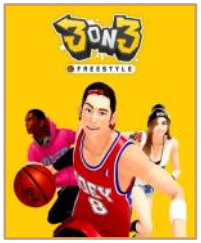
CONSOLE GAME SERVICE PORTFOLIO GAME SERVICE REFERENCE



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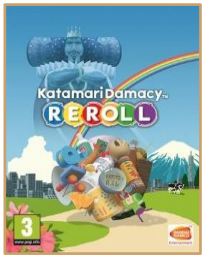

and many more..

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PROFESSIONAL PARTNERS

- ELITE has been providing top-notch services to various global game publishers and operators to ensure the success of t heir projects.

BANDAI NAMCO Entertainment
GungHo
nickelodeon
SEGA
colopl
HI-REZ STUDIOS
GRAVITY
PEARL ABYSS
nc
LKWD LOCKWOOD
PUBG STUDIOS
KONG STUDIOS
KRAFTON
KOG'
GOLFZON
NEOWIZ GAMES
Zepetto
FUNPLUS
XLGAMES
ONE store
WEBZEN
JOYCITY
And many more

TESTIMONIALS GAME SERVICE REFERENCE

" I am very happy with the personalized service, quality of work and dedication that Elite Global Sourcing brings to the table. They have helped us increase the quality of our customer service, bringing our service offering to the next level. It is quite impressive. Partnering with Elite has proven to be an efficient, flexible, cost-effective solution to meet our customer service needs. Their contributions to our Operations has proven to be invaluable. They have clearly demonstrated their commitment to reliability and quality in providing outstanding services to our customer."

Thor Biafore

Head of Customer Support, Krafton En Masse (formerly Global Director of CS / Blizzard Ent.)

"Working with ELITE has allowed us to offer fantastic customer service in the gaming industry anytime, anywhere! In five years of working with ELITE, our expectations of timely responses to customers, in-game support and community involvement through social media has been met and exceeded. As the social media craze has evolved, so has ELITE! With their 24/7 support, they have been able to assist us in all of our customer service and community needs. Most of all, they are very professional and a delightful company to work with. There are always positive vibes coming from ELITE and they will do their best to assist the company's needs and ensure player satisfaction. "

Garrett Cecchini

CS & UX Manager, Gravity Interactive Inc

"I want to congratulate the whole team on a job well done escalating recent technical issues, doing the investigative work on the problems and also providing us with the information and data to help provide a clear picture to the leadership and the product team here at our company. You are demonstrating how to provide Customer Excellence! A job well done team, well done!."

Jennifer Kim

CX Manager, JOYCITY Corp

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Thank You and We Look Forward To Working With Your Company!

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