



LEVEL UP YOUR **GAME LAUNCH**

Harness a Single Source of
Customer Support With
Sutherland's Gaming Expertise

Game launches can be stressful. Between fixing glitches and bugs, developers need to focus on the game without distraction. Providing outstanding support can feel like a sidequest, but it is a critical part of a successful launch strategy. That's where Sutherland's deep domain expertise comes in.

TAILORED SUPPORT FOR THE WIN

With our long-standing experience in providing support that delivers exceptional experiences and engagement, we handle the calls, emails, messages, and more so the developers can concentrate on being the GOAT at making an incredible game that runs beautifully for all their customers.

Sutherland has partnered with gaming studios worldwide as they published some of their biggest titles, supporting customers through the entire process.

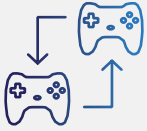
*As goal-oriented
as any gamer,
Sutherland's end-
game is to provide
our partners with the
perfect environment
for success.*

SEAMLESS SUPPORT FOR CUTTING-EDGE CUSTOMER EXPERIENCES

Gain a competitive edge with unforgettable experiences. Our knowledge and understanding of the gaming world, from developers to players and everything in between, allows us to craft engaging customer journeys that deliver measurable business outcomes. After more than three decades running customer service centers for global brands, we live and breathe operational excellence. That means you can spend your time making your games the best they can be.



THE SUTHERLAND GAME PLAN



We Immerse Ourselves in Your Culture

- / By hiring gamers with an in-depth understanding of the segment's culture and training our teams to proactively meet the needs of all types of customers and gamers, we are equipped to manage end-to-end incoming support traffic for our partners without any disruption to the players.
- / By investing in fully understanding our partners' businesses, we successfully represent our partner's brand to their player base as a single source of customer support.



We Turn Insights Into Actions

- / By gathering data from various sources and categorizing and quantifying the feedback as part of our commitment to continuous improvement, we turn intelligence into actionable insights that developers can use to make tangible improvements for a better gaming experience.
- / By taking a consultative approach and staying in step with our partners and customers through weekly representative touch points, we alleviate pressure on their schedules while keeping pace with the rapidly changing needs of gamers.



We Serve as the First Line of Defense

- / By actively seeking out fraudulent purchases or refunds, review brigading, and managing content moderation services for live games and websites such as harassment and grooming detection, we provide a critical layer of security that companies and players alike can trust.
- / By providing holistic support, we ensure that gamers focus on the fun of the game, and not on dealing with technical, purchasing, or security issues.

Supporting customers through every launch-related concern: bugs, user errors, high emotions, and even simple questions about the controls.

Sutherland. You focus on the game, we handle the rest.

We make digital
humanTM

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Sutherland is an experience-led digital transformation company.

Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another.

We call it One Sutherland.

