



A WINNING GAMEPLAN FOR THE PEAK SEASON

How a major gaming platform provided stellar support to its gamers through the holiday season

Abstract

The dilemma staring at John Thomas, a Vice President at an American technology conglomerate was around how its newly launched customer service centre would provide support to gamers during the peak, business-critical, holiday season. However, calling on long-time partner, Infosys BPM, proved to be a game changer. This case study details how Infosys BPM's surge management framework improved the handling times and accuracy of the support provided despite a 120% surge in support requests, thereby protecting the brand equity of the company's gaming platform.



When it's time to play

In September 2024, an American technology conglomerate with a well-established gaming line of business, launched its first gaming customer centre in India. John Thomas, the company's VP for Gaming Customer Service, and responsible for providing gamers with seamless platform-related service delivery and support, was happy with how quickly the new centre had stabilized its operations. However, he saw a storm developing on the horizon.

Historically, the company's cloud gaming ecosystem has seen its most significant demand surge during the late December to mid-January holiday period. While the timing of this annual spike was

predictable, its scale remained uncertain. Anticipating this, John recognized that the surge in gaming activity—along with the corresponding rise in support demand—would likely exceed the capacity of the newly stabilized center.

John's forehead crinkled. How big would the surge be this year and how would he manage it? Though the seasonal cycle was one of the most business critical periods for the company's gaming brand performance and perception, his internal teams were primarily structured for product development and platform stability – not for rapidly scaling customer facing operations at this intensity.

Managing the new centre's launch stability concurrently with the expected peak demand posed grave risks if he handled it through ad hoc internal scaling. Clearly, it was time to call up Sparsh Wadhawan.

Sparsh was the Offshore Business Leader from Infosys BPM, the technology enterprise's long standing strategic partner. Through the years of the partnership, Infosys BPM had successfully delivered on several of the company's critical customer support projects. Hence John was confident that with Sparsh's team's delivery maturity, governance rigor, and domain expertise, they could absorb the scale rapidly without a learning curve.

Stepping up to the plate

Sparsh listened carefully as John explained how gaming usage had seasonally spiked each year and how the resultant demand for support would rise by over 140%. Because

Sparsh's team was already involved in gaming launch enablement activities, he readily understood how business-critical

it was to resolve the issues of demanding gamers efficiently and effectively so that they could quickly get back to gaming.

By the end of the briefing, Sparsh had happily taken on this extended responsibility for his team, and John began to relax. Getting right down to business, Sparsh

first implemented a structured surge management framework to ensure his team's operational resilience and service continuity during these high-demand periods. His model combined predictive

forecasting, flexible staffing strategies, and real-time response mechanisms to maintain performance standards and deliver exceptional customer experience.

Approach Summary



Ninety days prior to the expected surge, Sparsh directed his team to leverage historical data and seasonal trends to anticipate ticket volumes. This predictive analysis enabled the team to maintain a 3-month forecast and a 50-day locked forecast to stabilize planning, while allowing adjustments for deviations >10%. Meanwhile Sparsh was creating surge pools, training temporary staff in some of the less complex support scenarios and reserving them for rapid deployment

during the peak periods. And then, he planned rosters for subject matter experts, quality personnel, and team leads that ensured 24/7 presence of staff qualified to troubleshoot the more complex issues. He also cross-trained his support agents across multiple products and channels (chat, voice) for agility and dual concurrency handling. Then, thirty days before the surge was imminent Sparsh's team validated their

forecasts and optimized their support knowledge base. They also implemented Copilot based issue investigation to quicken the solutioning process and improve productivity by up to 30%. And finally, with just a week remaining, Sparsh activated a daily communications bridge to all the organization's support partners and set up an executive dashboard for real-time monitoring of key performance indicators (KPIs).

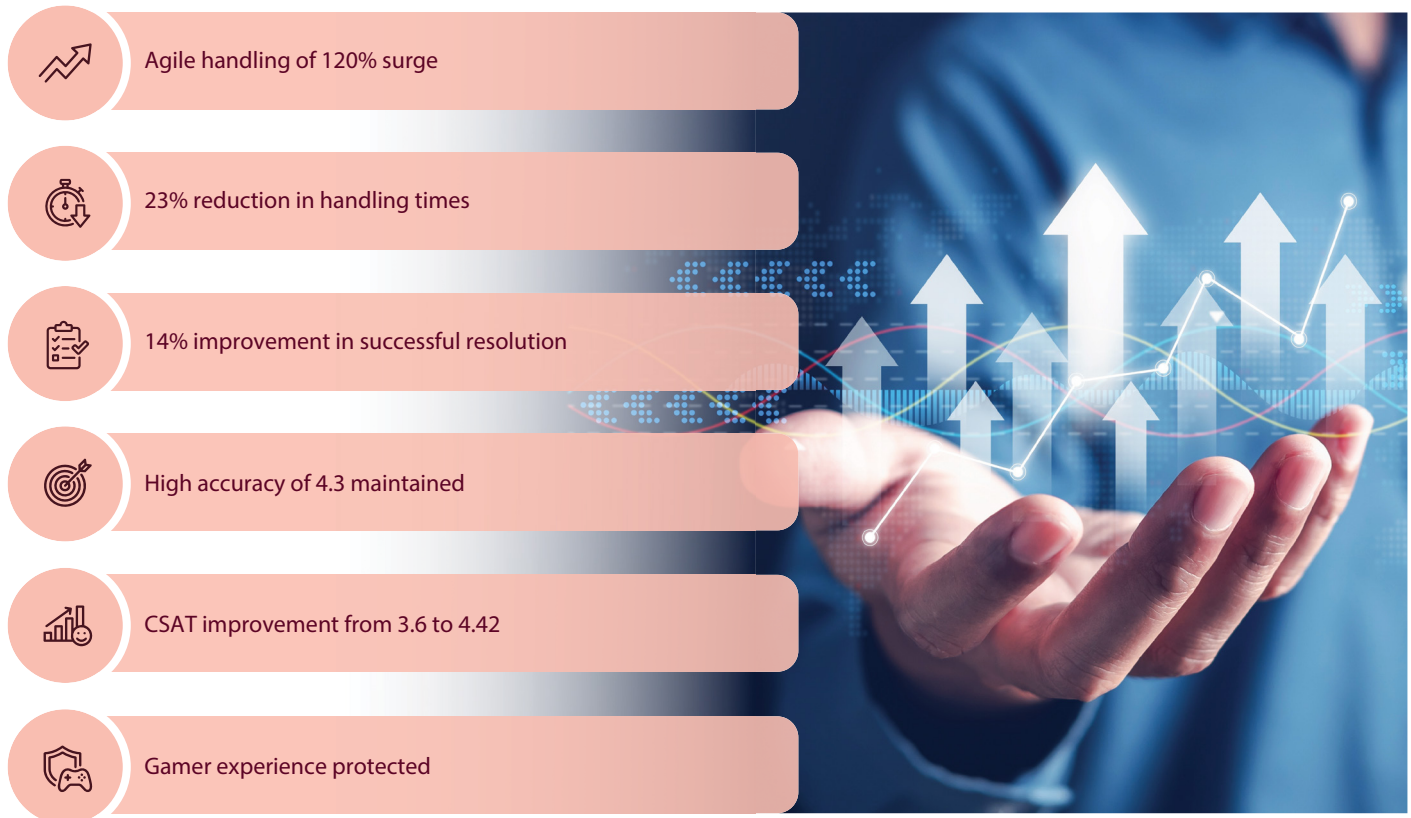
Hitting it out of the park

The CTEMS solution proved to be extremely successful in controlling the healthcare giant's rising YoY mobility expenses. It also helped Sergio gain greater visibility into

the monthly spend and inventory statuses, enabling better decision-making and expense optimisation activities. Moreover, the centralisation of assets made it a lot

easier for him to track, monitor, and manage the company's multiple mobility vendors and carrier networks across the globe.

Key benefits



With the team working 24/7 through the holiday season and coping through dynamic break and lunch time adjustments, Sparsh realized that keeping everyone energized was critical to delivering best-in-class service. So, he made sure it wasn't just all about work; with engaging activities, games, and celebrations, he created opportunities for the team to connect and build lasting memories. These initiatives helped to maintain morale, foster collaboration, and ensure that every individual felt valued. In the end, all the forecasting, planning, and motivating paid off in superlative metrics, way beyond what John had expected. The average handle time (AHT)

for support requests coming in which was around 34 mins earlier, improved significantly to just 26 mins, a whopping 23% reduction even though the surge had caused a 120% increase in support cases. Yet, the customer experience not only remained positive during the high-volume periods but rather improved, with CSAT going up from 3.6 to 4.42. The scores for successful resolution also showed a 14% improvement moving from 70% to >80%, with accuracy scores maintained at a high 4.3. But most importantly, the success of the team's surge handling had protected the brand's gamer experience during its most business critical season.

Once the season of extreme demand

fluctuation ended, John had no more crinkles on his forehead, but rather a smile on his face due to all the accolades coming in from senior stakeholders across the organization. Sparsh and his team on the other hand were busier than ever, performing root cause analysis, collating their learnings and documenting them, and conducting performance reviews against the forecasted metrics. No wonder, John has handed them the mandate of even better resilience for future surges, through establishing their robust surge governance model with clearly defined ownership, escalation paths, and command centre readiness.

**Names have been altered to preserve the identities of the people involved.*

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