



## AI FOR THE GAMING INDUSTRY

Help gamers purchase products and get support.

“It’s proven to be such a wonderful tool to assist our consumers in making the best buying decision to meet their needs.”

Annette Kanakaris, Director of Operations

The gaming industry is beginning to leverage AI to create frictionless experiences for gamers. Whether it’s consoles, PCs, or digital games, gamers expect seamless, personalized experiences that make it easy to ask questions and find exactly what fits their needs and play style. While some companies offer search filters, comparison tools, or compatibility checkers, a crucial element is often missing: real-time, two-way communication that supports discovery and decision-making.

By leveraging AI, brands and marketplaces can transform user experiences — making it interactive, informative, and personalized. An AI Assistant for gaming can be applied to many different use cases. For example, an AI Assistant positioned in an online store can drive sales by educating users on specs, suggesting compatible gear (e.g., headsets, GPUs, or controllers), uncovering cross-sell bundles, and assisting with checkout all in the same interface. While another AI Assistant can pre-empt calls to the contact center and answer questions to reduce support costs. It’s like having an expert gaming rep on standby 24/7—guiding players, parents, and enthusiasts alike toward the right tech, titles, accessories and answers.

### BENEFITS

- Increase Sales Online
- Reduce Returns
- Boost Customer Satisfaction
- Reduce Support Costs
- Capture the Voice of the Customer
- 24/7 Availability
- Quick Implementation
- Reduce Training Time
- Integrate with Company Ecosystem
- Streamline Workflow
- Improve Processes
- Increase First Contact Resolution

### OMNICHANNEL

Your audience lives in a social, mobile, web-empowered world. Meeting gamers on their preferred channel even in stores, increases brand loyalty. AI Assistants live in the cloud, which means they can be leveraged across channels, at any time, from anywhere.



Website



Apps



Phone



Email



Smart Speakers



Contact Center



Webchat



Social Media



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← BACK
↻ RESTART

Can I tun up the volume on my controller? I can barely hear while I am playing.

Unfortunately, the volume can not be turned up on the controller.

If you are interested in a better listening experience here are some compatible headsets that will allow you to control the volume, while playing:

**Game Coin XZ45 Headset**

[See more details](#)

**BUY NOW**

**Series 3.0 Gaming Headset**

**➤ SUBMIT**

Powered by NOHOLD

## FEATURES

### AI-based Natural Language Processor & Inference Engine

Multi-turn, context aware, conversational interface

### Generative AI

Leveraging the most accurate frontier Large Language Model (LLM)

### Analytics

Systematically capture actionable customer behavior metrics

### Application Programming Interface (API)

Integrates & connects with back-office systems

### NOHOLD AI Alliance

Connect to other AI Assistants

### Omnichannel

Can be launched via Phone system, Webchat, App, Smart Speaker, Social Media

### Scalable

Handles millions of conversations per month

### Multilingual

Live in 15 languages

### Deployment

Available on both cloud and on premise

### Compliant and Secure

SOC2 - Type 2, HIPAA, PCI

## BEST PRACTICES

- Customize with Company Branding
- Integrate with eCommerce Platform
- Collect Payments
- Personalize the Experience
- Leverage on All Web Pages
- Embed Multimedia
- Escalation Options
- Leverage Existing Knowledge
- Upsell & Cross-sell
- Share Ratings, Alerts, Promotions, etc.

“The use of NOHOLD technology for both sales and support has resulted in a cleaner, enhanced customer journey and is a revenue generator. We are pleased with the Customer Satisfaction rating the AI Assistants sustains. We continue to increase the scope of the Assistant, as we release new products.”

Garry Schultz, VP of Customer Care



## KEY PERFORMANCE INDICATOR (KIPs)

For the past 26 years NOHOLD has developed AI driven technology to engage and support our clients' customers. Here are some of the things we have accomplished:

Performance Measure	With NOHOLD	Remarks
<b>Sales Conversion Rate</b>	3x industry average	Increased sales conversions without human intervention.
<b>Cart Abandonment</b>	18% lower than the industry average	Knowledgeable assistance while shopping lowers cart abandonment. In instances where a cart is abandoned, information is collected on customer exit points during the process.
<b>Voice of the Customer</b>	Improved understanding of top requests	Quickly identify trends in customer shopping preferences, questions being asked, product issues, etc. With this knowledge, action can be taken to improve content online, processes, marketing and products.
<b>NPS</b>	Increased 1 – 2 points	Maintain the same NPS or better with AI Assistants that are available 24/7/365.
<b>Contact Deflection</b>	Reduced contacts by 35%	The AI Assistant can help people to find answers without needing to contact a live agent or wait on hold.
<b>CSAT</b>	AI Assistant achieved the same CSAT as live agents	Maintain the same CSAT or better through the AI Assistant that can answer questions, guide end users through processes and complete tasks.
<b>ROI</b>	636% average	Across all NOHOLD clients the AI Assistant quickly pays for itself, typically within the first few months of deployment