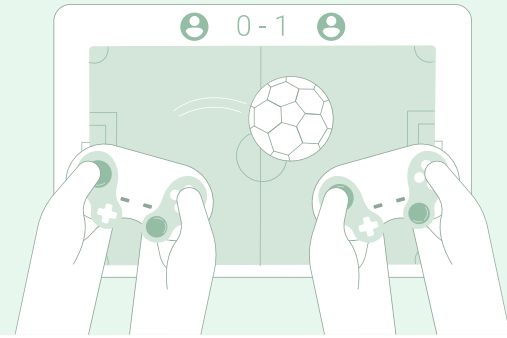# Freshdesk – the modern customer service solution for gaming platforms and fantasy league providers

Players on fantasy sports and online gaming platforms expect quick, reliable help, especially when real money or live matches are involved. Whether it's a payment issue, account lockout, or gameplay query, delays can lead to lost trust and missed opportunities.

Freshdesk empowers fast-moving gaming platforms with AI-powered automation, in-app accessibility, and efficient workflows. Help your support teams deliver timely, personalized assistance that keeps players engaged, boosts confidence in your platform, and drives repeat play.

Top customer support challenges in the gaming industry

Lower player satisfaction
76%[1] of gaming companies ignore customer service emails, with average response times of 39 hours.

Outdated support systems
62%[2] of players say support for console games is outdated, and 69% find it too time-consuming.

Technical issues and delays
60%[3] of gamers face tech issues, and 80% say fast support is critical to satisfaction.

Language barriers
58%[4] of the player base is from across the globe and needs multilingual support.

Level up player support at scale with Freshdesk

1. Respond faster with Freddy AI Copilot

In gaming, speed, accuracy, and empathy are everything, especially when emotions or money are involved. Freddy AI Copilot boosts agent speed and accuracy with smart reply suggestions and thread summaries, and improves their empathy in responses with tone-enhancing edits based on sentiment analysis. From refund requests to VIP complaints, Freddy AI Copilot helps your team respond faster and more thoughtfully. Top Freshdesk users reply in **6 minutes, while bottom performers take nearly 6 hours***.

2. Solve repeated queries instantly with AI agents

Freddy AI agents handle common requests like account recovery and refund status, resolving up to **61%* of incoming queries**. This reduces agent load and helps players resolve issues instantly, especially during major league games or annual events.
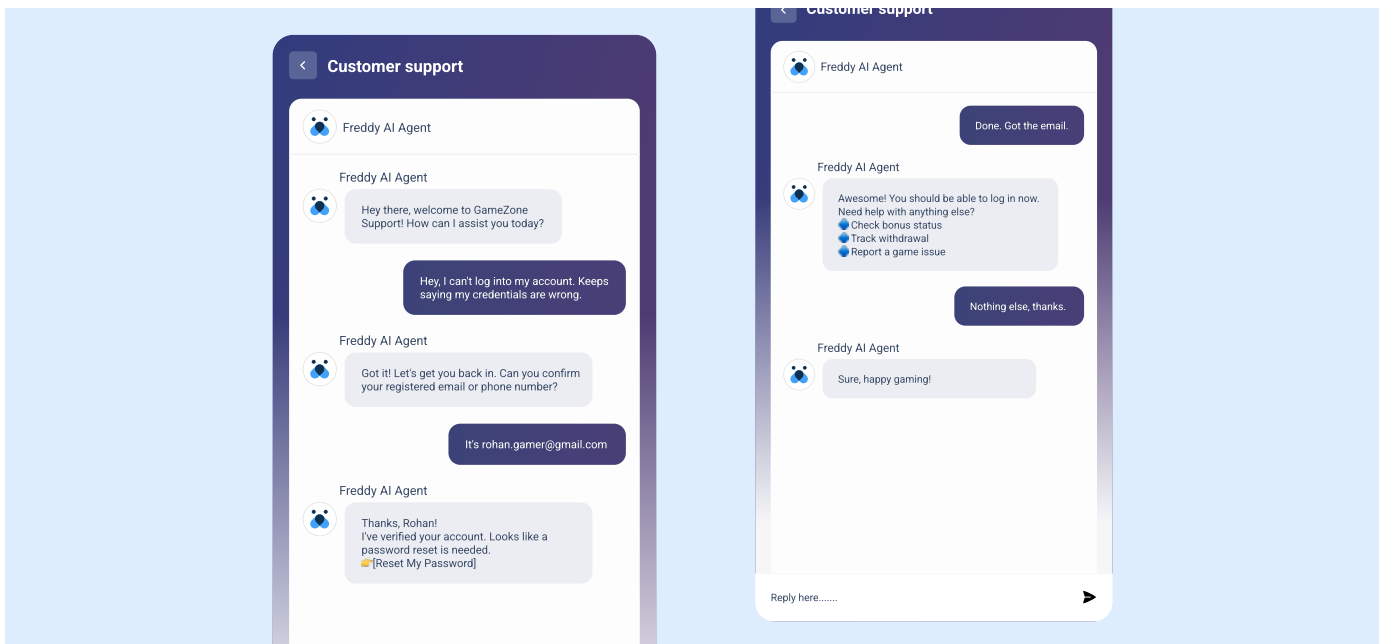
3. Support global gamers with multilingual capabilities

Freshdesk's Freddy AI Copilot enables real-time translation across 40+ languages, and Freshdesk also powers multilingual knowledge bases, ensuring seamless support for a diverse global player base. Top performers consistently meet **98%* resolution SLA with inclusive, localized support.**

4. Route issues to resolve player problems faster

With Freshdesk, gaming companies automate ticket routing based on issue type, game title, or player tier, so technical bugs, payment failures, and VIP complaints go straight to the right team. Top users of Freshdesk using automation **resolve tickets in under 45 minutes*, while others take up to 19 hours*.**

5. Modernize your support and elevate player experience

With Freshdesk, gaming companies deliver intuitive self-service, in-game chat, and AI-powered help that matches how players engage today. No more outdated channels or frustrating delays. Top gaming companies using Freshdesk achieve **CSAT scores as high as 98.01%*,** proving that modern support drives player loyalty.

* [Freshworks Customer Service Benchmark Report 2025](#)
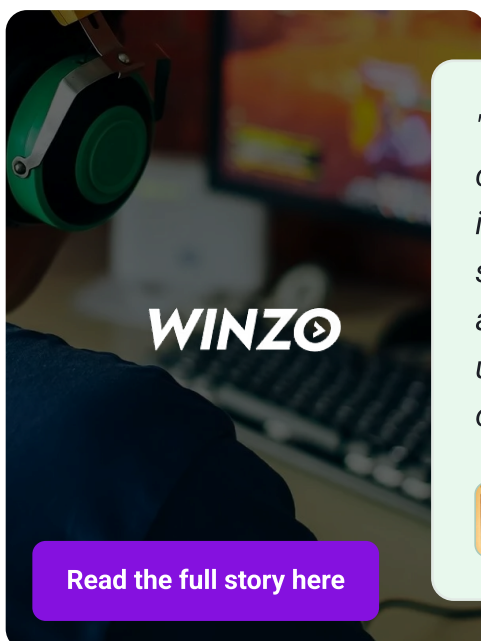
"Freshdesk provided advanced automated solutions for our customer service live chat needs with ease of use, a neat interface, and automation for repetitive tasks. It enabled us to streamline our workflow, assign queries to specific agents, and receive email notifications for high-priority queries, giving us more bandwidth to innovate in our field without creating our own infrastructure."

Aman Jain
Strategy & Growth WinZO Games

Read the full story here

Join leading teams delivering modern, AI-powered support

Gameskraft

LARIAN STUDIOS

asmodee
Inspired by Players

TECHLAND®

ARISTOCRAT
INTERACTIVE.

BETHARD

Start your best support game today with Freshdesk.

FAQs

1. How customizable is Freshdesk for gaming-specific workflows?

Freshdesk lets you tailor ticket fields, SLAs, and automations for gaming-specific needs like KYC verification, bonus claims, and dispute resolution. You can also customize your support portal and knowledge base to match your game's brand and player experience. With integrations like AppFollow for managing app store reviews, Freshdesk adapts easily to any gaming workflow.

2. Does Freshdesk support real-time reporting and performance monitoring?

Absolutely. Freshdesk offers built-in analytics dashboards and customizable reports to track agent performance, ticket trends, player sentiment, and SLA adherence, helping you make data-driven improvements.

3. How does Freshdesk handle player identity and data privacy requirements?

Freshdesk ensures player data is protected through secure authentication, role-based access control, and audit logs.

Sign up for free trial

freshworks
freshworks.com