

# Building Customer Support and Loyalty

**Jeremy Ehrhardt**

 @JeremyEhrhardt

Lead Tools Engineer,  **KIXEYE**

 [jeremy@kixeye.com](mailto:jeremy@kixeye.com)



- Real gameplay for social platforms
- Deep, engaging games
- Rapid iteration with big changes
- Long relationship with players



- No hard paywalls
- Regular game events
- Strong social competition
  - “We monetize revenge.” — Will Harbin, CEO



- 20x higher ARPDau (\$0.80) than other popular social games (\$0.04)
- 30 min+ gameplay sessions, 90+ per day
- KIXEYE has been profitable for 4 years

# Our games



# Battle Pirates



# Battle Pirates



# Battle Pirates



# Battle Pirates

- MMORTS with tower defense elements
- KIXEYE.com, Facebook
- 3 years since launch
- Real-time PvP, PvE combat
- Immense world map
- Extensively customizable bases and fleets



# War Commander



# War Commander



# War Commander



# War Commander

- MMORTS
- KIXEYE.com, Facebook
- Nearly 3 years since launch
- Real-time PvP, PvE combat
- Tactical control of dozens of units
- Strategic gameplay on the world map



# Vega Conflict



# Vega Conflict



# Vega Conflict



# Vega Conflict



# Vega Conflict

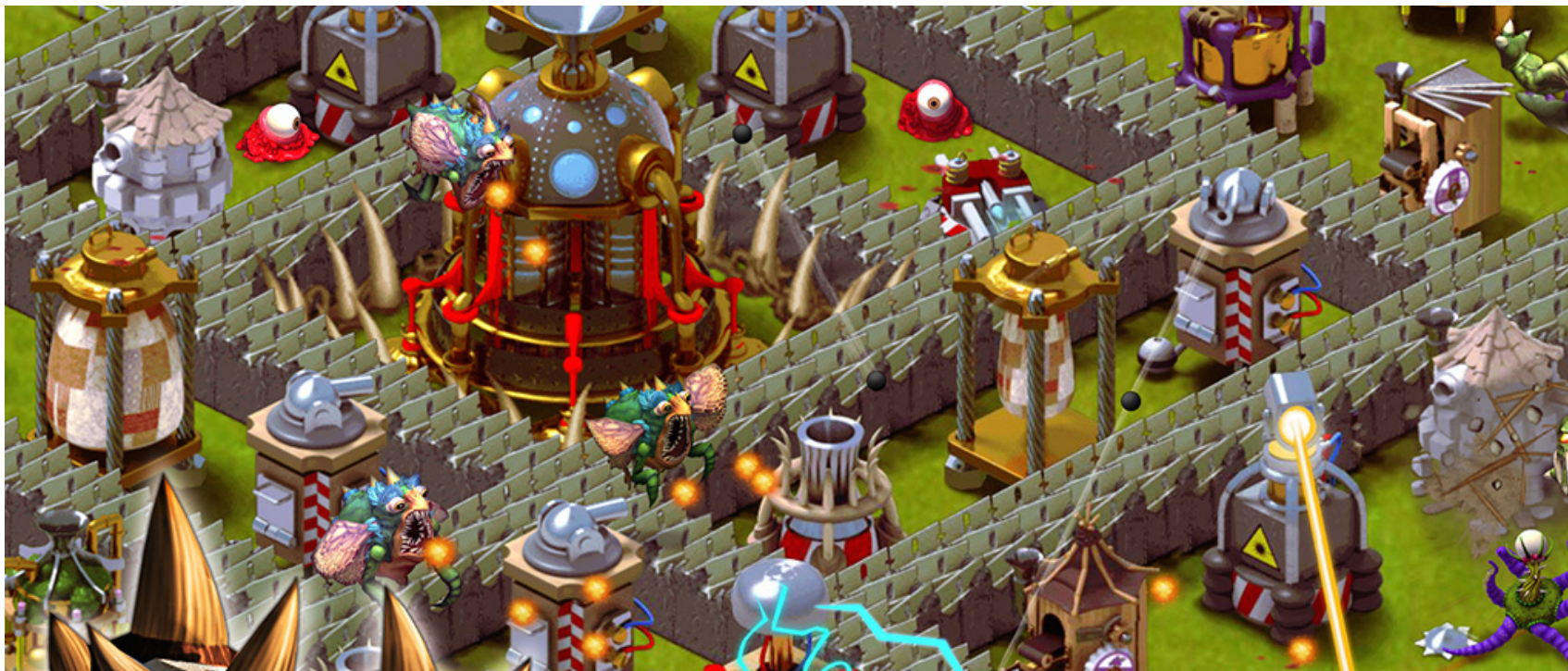
- MMORTS
- KIXEYE.com, Facebook
- 1 year since launch
- Real-time PvP, PvE combat
- Strategic view of entire planetary systems
- Server-side logic



# Backyard Monsters: Unleashed



# Backyard Monsters: Unleashed



# Backyard Monsters: Unleashed

- MMO tower defense strategy
- KIXEYE's first mobile game
- iOS (iPad, iPhone, iPod Touch)
- Launched Q4 2013
- 4<sup>th</sup> year of the Backyard Monsters series



# Support and retention

- Easier to keep good players than get new ones
- Customer support (CS): last line of defense
  - About 60 CS agents at KIXEYE
- Players who write tickets **care**

# Support and retention

“Please look at my payment history and see that I am a serious player. ... **I do not want to quit this game.** I love it and the friends I have made. Please fix the problems.”

“I tried all of your suggestions and am still not able to play **my most favorite game**, any other help you can give please send it.”

# Support and retention

- Ticket volume for 2013:
  - **1,093,347** total
  - **337,763** from whales
- Ticket volume so far, 2014 Q1:
  - **238,397** total
  - **66,336** from whales

# Monocle

- One-stop tool for changing game data
- Provides services on top of games
- Player-centric interface
- Loosely linked to CS ticketing system
- Completely separate from game code


# Monocle

- Holy Trinity of CS functions:
  - Search for a player
  - Grant hard currency
  - Ban a player

# Monocle

- Holy Trinity of CS functions:
  - **Search for a player**
  - Grant hard currency
  - Ban a player

# Monocle: player search



- Backyard Monsters >
- BYM: Unleashed >
- Battle Pirates >
- War Commander >
- >
- Vega Conflict >
- TOME >
- KIXEYE Live >
- Control Panel >
- >

Monocle

Find User


Live

Search

Limit

Search

# Monocle: player search



- Backyard Monsters >
- BYM: Unleashed >
- Battle Pirates >
- War Commander >
- >
- Vega Conflict >
- TOME >
- KIXEYE Live >
- Control Panel >
- >

Monocle

Find User

Live

Search

10473

KXID

FBID

Limit 50

Search

email


first name

last name

nickname

User ID	KXID	FBID	Email	Name
10473	50342f6535cf36637f000002	3500087	jeremy@kixeye.com	SteelPangolin (SteelPangolin)

# Monocle: player details



Monocle

Live

SteelPangolin (SteelPangolin)	User ID: 10473	FBID: 3500087	KXID: 50342f6535cf36637f000002	\$0.00 (week: \$0.00, month: \$0.00)
-------------------------------	----------------	---------------	--------------------------------	--------------------------------------

Recent CS Gold: Week: 0 Month: 0

User

Details

Nicknames

Gold

Suspend

Note

Tags

Base

Purchases

Chat

User - Details

Basics

Game: Vc Live

User ID: 10473

FBID: 3500087

Start Date: 2013-03-08 19:29:51 UTC

Loads: 42

Ban Status: Not Banned

KXID: 50342f6535cf36637f000002

First Name: SteelPangolin

Time Played: 6 Hours, 27 Minutes

Last Name:

Last Played: 2014-03-17 22:32:45 UTC


Nickname: SteelPangolin

Last Time Played:

Tags

Tags: Suspicious VIP

# Monocle: player details



Monocle

Live

SteelPangolin (SteelPangolin)	User ID: 10473	FBID: 3500087	KXID: 50342f6535cf36637f000002	\$0.00 (week: \$0.00, month: \$0.00)
-------------------------------	----------------	---------------	--------------------------------	--------------------------------------

Recent CS Gold: Week: 0 Month: 0

User

Details

Nicknames

Gold

Suspend

Note

Tags

Base

Purchases

Chat

User - Details

Basics

Game: Vc Live

User ID: 10473

FBID: 3500087

Start Date: 2013-03-08 19:29:51 UTC

Loads: 42

Ban Status: **Not Banned**

KXID: 50342f6535cf36637f000002

First Name: SteelPangolin

Last Name:

Time Played: 6 Hours, 27 Minutes

Last Played: 2014-03-17 22:32:45 UTC

Nickname: SteelPangolin

Last Time Played:

Tags

Tags: **Suspicious VIP**

# Monocle: player details



Monocle

Live

SteelPangolin (SteelPangolin)	User ID: 10473	FBID: 3500087	KXID: 50342f6535cf36637f000002	\$0.00 (week: \$0.00, month: \$0.00)
-------------------------------	----------------	---------------	--------------------------------	--------------------------------------

Recent CS Gold: Week: 0 Month: 0

User

Details

Nicknames

Gold

Suspend

Note

Tags

Base

Purchases

Chat

## User - Details


### Basics

Game: Vc Live	Ban Status: <b>Not Banned</b>		
User ID: 10473	KXID: 50342f6535cf36637f000002		
FBID: 3500087	First Name: SteelPangolin	Last Name:	Nickname: SteelPangolin
Start Date: 2013-03-08 19:29:51 UTC	Time Played: 6 Hours, 27 Minutes	Last Played: 2014-03-17 22:32:45 UTC	Last Time Played:
Loads: 42			

### Tags

Tags: **Suspicious VIP**

# Monocle: player details



Monocle	Live			
SteelPangolin (SteelPangolin)	User ID: 10473	FBID: 3500087	KXID: 50342f6535cf36637f000002	\$0.00 (week: \$0.00, month: \$0.00)

Recent CS Gold: Week: 0 Month: 0

User

Details

Nicknames

Gold

Suspend

Note

Tags

Base

Purchases

Chat

## User - Details


### Basics

Game: Vc Live	Ban Status: <b>Not Banned</b>		
User ID: 10473	KXID: 50342f6535cf36637f000002		
FBID: 3500087	First Name: SteelPangolin	Last Name:	Nickname: SteelPangolin
Start Date: 2013-03-08 19:29:51 UTC	Time Played: 6 Hours, 27 Minutes	Last Played: 2014-03-17 22:32:45 UTC	Last Time Played:
Loads: 42			

### Tags

Tags: **Suspicious VIP**

# Monocle: player details



Monocle

Live

SteelPangolin (SteelPangolin)	User ID: 10473	FBID: 3500087	KXID: 50342f6535cf36637f000002	\$0.00 (week: \$0.00, month: \$0.00)
-------------------------------	----------------	---------------	--------------------------------	--------------------------------------

Recent CS Gold: Week: 0 Month: 0

User

Details

Nicknames

Gold

Suspend

Note

Tags

Base

Purchases

Chat

## User - Details

### Basics

Game: Vc Live	Ban Status: <b>Not Banned</b>		
User ID: 10473	KXID: 50342f6535cf36637f000002		
FBID: 3500087	First Name: SteelPangolin	Last Name:	Nickname: SteelPangolin
Start Date: 2013-03-08 19:29:51 UTC	Time Played: 6 Hours, 27 Minutes	Last Played: 2014-03-17 22:32:45 UTC	Last Time Played:
Loads: 42			

Tags

Tags: **Suspicious VIP**

# Monocle

- Holy Trinity of CS functions:
  - Search for a player
  - **Grant hard currency**
  - Ban a player

# Monocle: gold

User

Details

Nicknames

Gold

Suspend

Note


Tags

Base

Purchases

Chat

## User - Gold

Resource	Amount
Total Gold	5217
CS Gold	4973
Add Gold 	<input type="text" value="20"/>

TEST: go buy yourself something nice

Ticket ID (optional)

Update Gold

# Monocle: gold

User

Details

Nicknames

Gold

Suspend

Note


Tags

Base

Purchases

Chat

## User - Gold

Resource	Amount
Total Gold	5217
CS Gold	4973
Add Gold 	<input type="text" value="20"/>

TEST: go buy yourself something nice

Ticket ID (optional)

Update Gold

# Monocle

- Holy Trinity of CS functions:
  - Search for a player
  - Grant hard currency
  - **Ban a player**

# Monocle: bans

User

Details

Nicknames

Gold

Suspend

Note

Tags

Base

Purchases

Chat

## User - Suspend

### Suspend User

Last suspend action time	Thu Apr 25 2013 11:01:02 GMT-0700 (PDT)
Suspend status	Not banned
Suspend message	n/a
Suspend expires on	n/a

Suspend user

☐ Unban

☒ Temporary ban

☐ Ban

Duration

days tempban

Message

# Monocle: admin log

Admin Logs [iOvation Information](#)

Time	Game	Description	Type	Admin	Reason
"2014-01-16T17:11:06.000Z"	vc	Add Note		ixeye.com	fb diag looked good, ask f...
"2014-01-16T17:10:30.000Z"	vc	Set gold amounts. Chang...		ixeye.com	repairs, vip
"2014-01-12T23:15:30.000Z"	vc	Set gold amounts. Chang...		ixeye.com	Contest
"2013-12-21T21:08:17.000Z"	vc	Set gold amounts. Chang...		ixeye.com	latency, VIP, requested F...
"2013-09-03T23:26:21.000Z"	Vc	Set gold amounts. Set cu...		@kixeye.com	lbc
"2013-08-26T23:18:34.000Z"	Unk...	Set Tags, kxp 506b8e483...		@kixeye.com	
"2013-08-26T23:18:33.000Z"	Unk...	Set Tags, kxp 506b8e483...		@kixeye.com	vip
"2013-04-09T17:25:53.000Z"	Bp	Add Credits: -1		ixeye.com	I have issued a warning t...
"2013-04-09T17:25:53.000Z"	Bp	Add Credits: 1		ixeye.com	I have issued a warning t...

# Monocle architecture

## Users

 in-house CS  
 external CS  
 developers



Fair Play  
designers  
producers  
QA

## Users

 Fair Play  
 analysts



developers  
 automated QA

Monocle frontend



Supported  
browsers

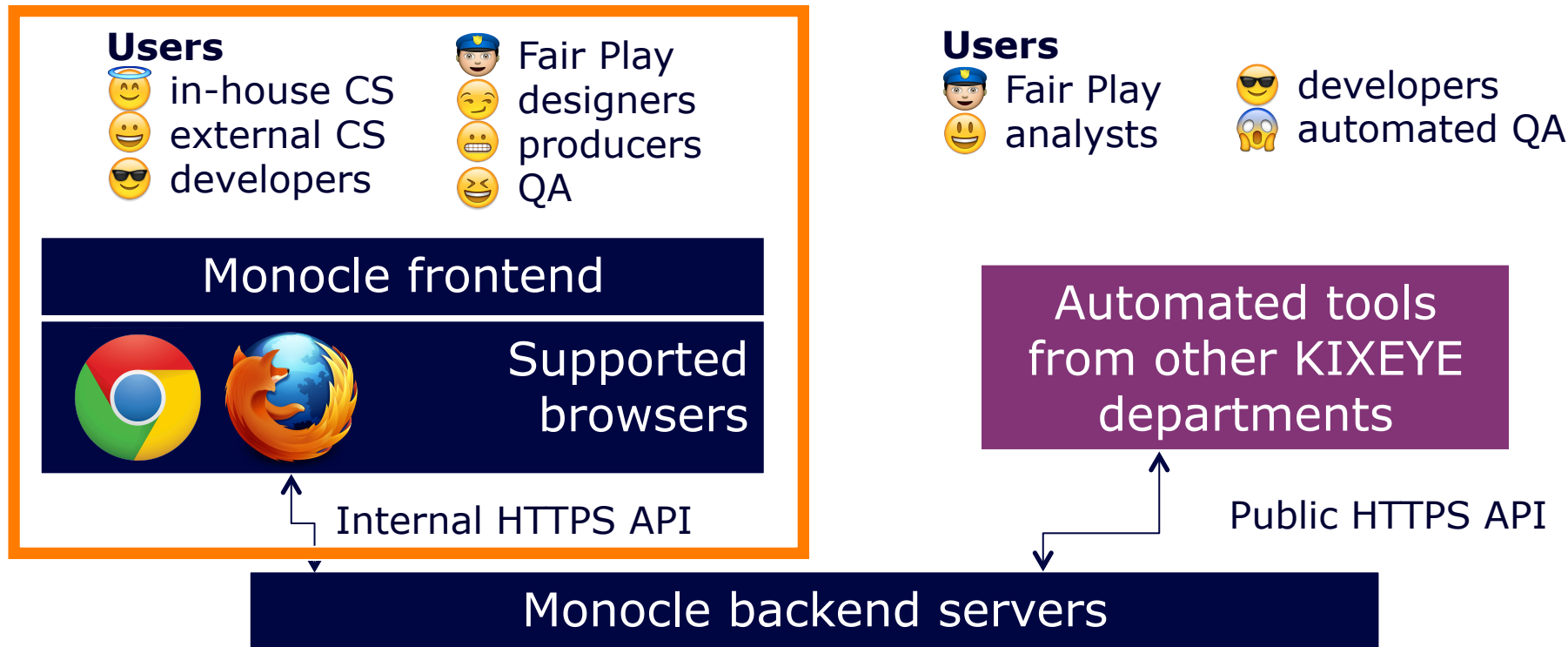
Internal HTTPS API

Automated tools  
from other KIXEYE  
departments

Public HTTPS API

Monocle backend servers

# Monocle architecture



# Monocle architecture

## Users

👤 in-house CS  
😊 external CS  
😎 developers



Fair Play  
😊 designers  
😬 producers  
😏 QA

Monocle frontend



Supported  
browsers

Internal HTTPS API

Monocle backend servers

## Users

👤 Fair Play  
😊 analysts



developers  
🤖 automated QA

Automated tools  
from other KIXEYE  
departments

Public HTTPS API

# Monocle frontend

- Open source tech
  - AngularJS
  - Bootstrap
  - Lo-Dash



# Lessons Learned

- Why go with a webapp?
  - Cross-platform
  - Easy to publish
  - Easy to update
- Stick to Chrome and Firefox
  - Others lag in features, standards, tools

# Monocle backend

- Gateway between frontend and games
- Storage for logs about players
- Arbiter of user permissions

# Monocle backend

- Open source tech
  - Linux (Ubuntu LTS)
  - Apache
  - MySQL
  - Python with Flask



**Apache**



python



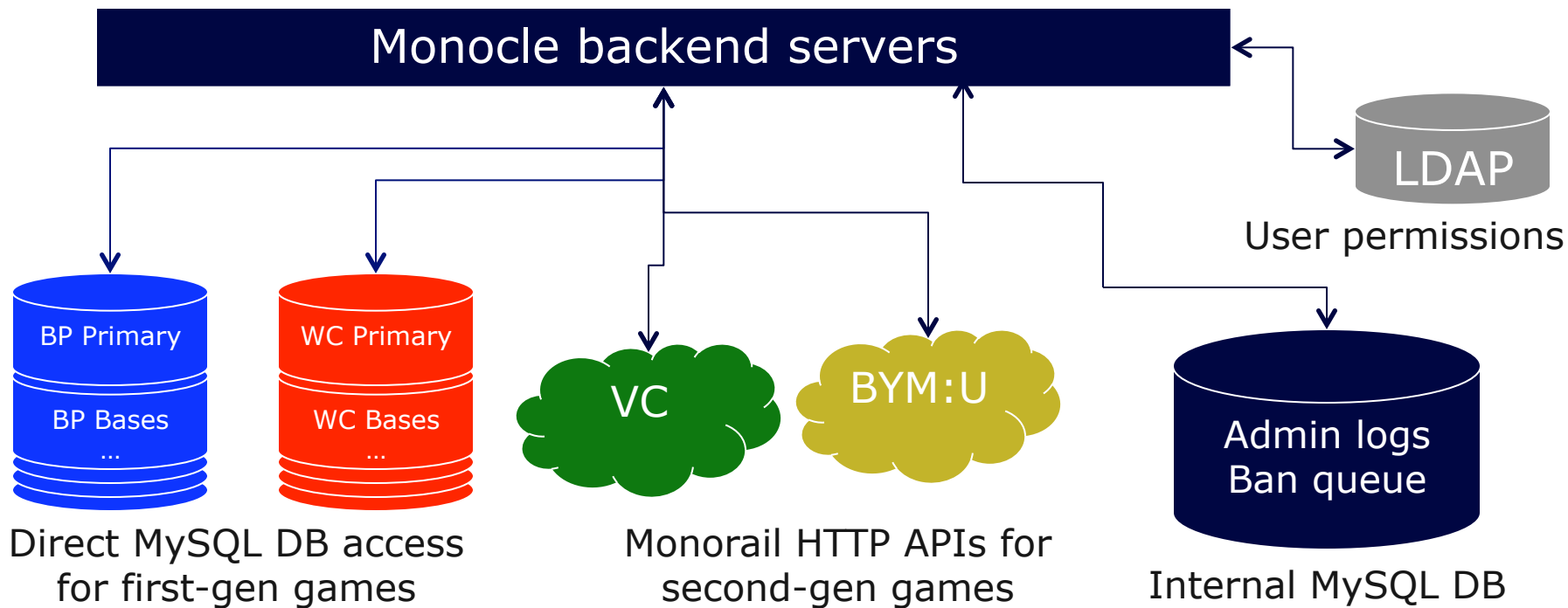
powered



**Flask**

web development,  
one drop at a time

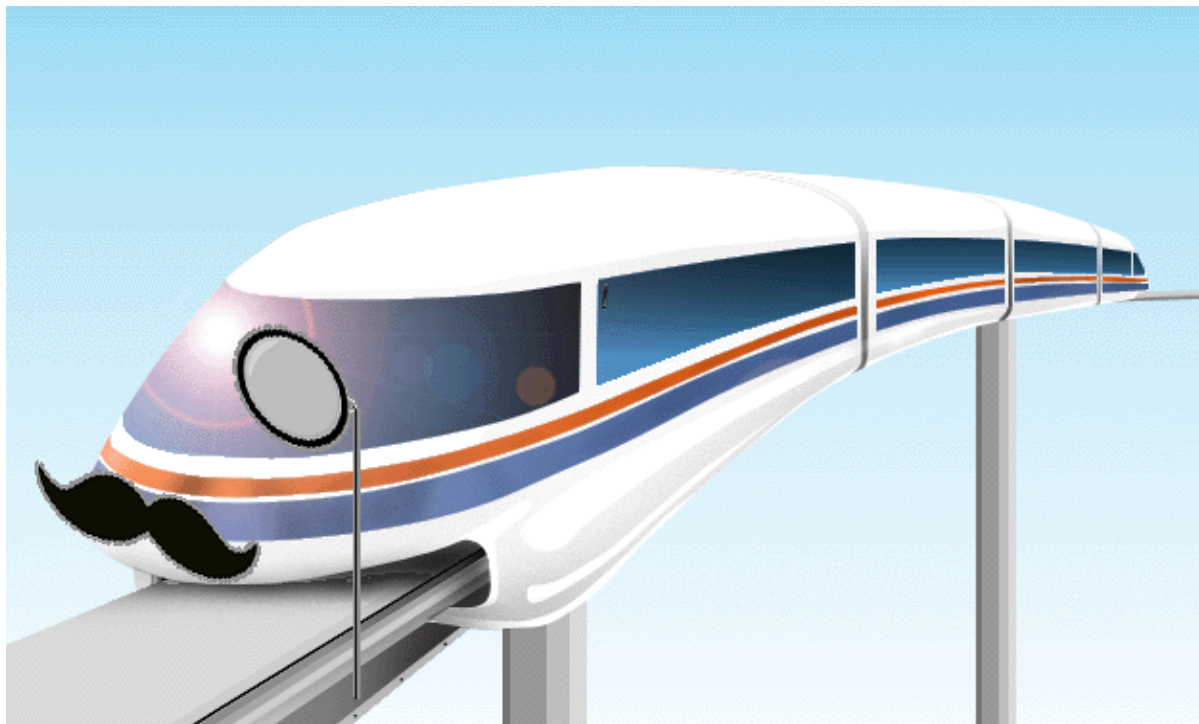
# Monocle architecture



# Lessons Learned

- Direct DB access is bad
  - Violates information hiding principle
  - Game teams need to iterate quickly
  - Multiple tech stacks at KIXEYE

# Monorail



# Monorail

- Specified APIs are good
  - Contract between Monocle and game
  - Purpose-built for non-game use
  - Testable from both sides

# Monorail

- RESTful HTTP API
  - JSON wire format
  - Mandatory TLS encryption
  - HTTP error codes
  - HTTP basic auth

# Monorail

- Standard data model across games
  - Players
  - Gold
  - Bans
  - Bases
  - Resources
  - ...

# Monocle: resource editor

User >

Base v

Resources

Tech

Blueprints

Ships

Relocate

Base Reset

Purchases >

Chat >

## Base - Resources

Resource	Amount	Max
Helium-3	<input type="text" value="15258"/>	381000
Mineral Ore	<input type="text" value="9416"/>	381000
Zynthium	<input type="text" value="333"/>	381000
Antimatter	<input type="text" value="18750"/>	150000
Amber	<input type="text" value="0"/>	150000

# Monocle: resource editor

☰ User >

☰ Base ▾

Resources

--- Tech

--- Monsters

--- Champions

--- View

--- Protection

--- Attack Logs

☰ Purchases >

## Base - Resources

Resource	Amount	Max
Twigs	<input type="text" value="1502812"/>	6001000
Pebbles	<input type="text" value="0"/>	6001000
Putty	<input type="text" value="0"/>	6001000
Goo	<input type="text" value="2313778"/>	6001000
Bombs	<input type="text" value="5"/>	4294967295
PVP Medals	<input type="text" value="527"/>	4294967295

# Lessons Learned

- Use strings from games
  - "Siege Mortar D75-B" instead of "1299000"
  - "Battle Barge 1" instead of "hull 50"
- Use art assets too!



# Battle Pirates inventory: in-game



# Battle Pirates inventory: then

[Base Inventory](#) - [Add Inventory](#) - [Map Utility](#) - [Disputes](#) - [Clear](#)  
[Check Buildings](#) - [Move Base](#) - [Show Event Data](#) - [Rogue Crews](#) - [Add Crew](#)






Add Inv

Item  
code:






Reason:

ID	Base ID	Item Code	Complete Time	Used Time
44108443	<a href="#">(remove)</a>	5676604 641	2012-10-19 04:14:01	2012-10-19 04:29:09
44113696	<a href="#">(remove)</a>	5676604 641	2012-10-19 04:53:32	2012-10-19 04:54:43
44322556	<a href="#">(remove)</a>	5676604 641	2012-10-20 06:59:02	2012-10-20 07:28:37
23309816	<a href="#">(remove)</a>	5676604 1101000	2012-05-25 21:56:32	1970-01-01 00:00:00
43709593	<a href="#">(remove)</a>	5676604 1102000	2012-10-15 20:32:11	1970-01-01 00:00:00

# Battle Pirates inventory: now

	Siege Rockets D95-F		weapon	<input type="checkbox"/>	0			<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	Part #	Date						
	4	2014-03-03 07:43:50 PST						
	6	2014-03-08 13:03:02 PST						
	8	2014-03-05 22:08:34 PST						
	Siege Rockets D95-D		weapon	<input checked="" type="checkbox"/>	0	2014-01-17 23:01:30 PST		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Hailstorm Anti-Mortar A		weapon	<input checked="" type="checkbox"/>	0	2014-01-27 06:53:09 PST	TrialByFire	
	Anti-mortar defense weapon used to shoot down enemy mortars before they strike.							
	Hailstorm Anti-Mortar B		weapon	<input checked="" type="checkbox"/>	0	2014-01-27 06:50:16 PST	TrialByFire	
	Anti-mortar defense weapon used to shoot down enemy mortars before they strike.							
	Arc Missile II		turret	<input checked="" type="checkbox"/>	N/A	2014-02-15 11:14:17 PST	InfernalOnslaught	
	Long-range defense missile that splits into multiple warheads to blanket an area with splash damage.							

# Battle Pirates inventory: now

	Siege Rockets D95-F		weapon	<input type="checkbox"/>	0			<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	Part #	Date						
	4	2014-03-03 07:43:50 PST						
	6	2014-03-08 13:03:02 PST						
	8	2014-03-05 22:08:34 PST						
	Siege Rockets D95-D		weapon	<input checked="" type="checkbox"/>	0	2014-01-17 23:01:30 PST		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Hailstorm Anti-Mortar A		weapon	<input checked="" type="checkbox"/>	0	2014-01-27 06:53:09 PST	TrialByFire	
Anti-mortar defense weapon used to shoot down enemy mortars before they strike.								
	Hailstorm Anti-Mortar B		weapon	<input checked="" type="checkbox"/>	0	2014-01-27 06:50:16 PST	TrialByFire	
Anti-mortar defense weapon used to shoot down enemy mortars before they strike.								
	Arc Missile II		turret	<input checked="" type="checkbox"/>	N/A	2014-02-15 11:14:17 PST	InfernalOnslaught	
Long-range defense missile that splits into multiple warheads to blanket an area with splash damage.								

# Battle Pirates inventory: now



# Battle Pirates inventory: now



ALL THE THINGS



Add Blueprint







reason for inventory change

Update Inventory

# Lessons Learned

- Explore player connections
  - Battles
  - Alliances
  - Friends
  - IP addresses
  - Gifts

# Player connections: battles

Time	Type	Location	Attacker	Defender	Result	Details						
2014-02-28 13:41:06 PST	Deposit	425,332	 <a href="#">Cos Sorin</a>	 <a href="#">Will Harbin</a>	Deposit Captured	<a href="#">Report Details</a> <a href="#">Infamy</a>						
2014-02-28 10:51:57 PST	Platoon	419,330	 <a href="#">Andy Kiser</a> 6x Mega Tank	 <a href="#">Will Harbin</a>	Platoon Destroyed	<a href="#">Report Details</a> <a href="#">Infamy</a>						
2014-02-28 04:20:50 PST	Base	Base 50 (Now located at 424,335)	 <a href="#">Kenneth McCallum</a> 7x Elite Hellfire 24x Stinger 14x Elite Gatling Truck	 <a href="#">Will Harbin</a> 59x Suicide Bomber	Loot: <table><tr><td>Metal:</td><td>3,054,190</td></tr><tr><td>Oil:</td><td>6,104,185</td></tr><tr><td>Thorium:</td><td>70</td></tr></table>	Metal:	3,054,190	Oil:	6,104,185	Thorium:	70	<a href="#">Report Details</a> 10s: Attacker deployed 5x Hellstorm from the northwest. 22s: Attacker deployed 1x Titan from the northwest. 46s: Attacker killed 1 Elite Hellfire. 46s: Attacker killed 1 Elite Hellfire. 46s: Attacker destroyed 1 Watchtower. 49s: Attacker destroyed 1 Laser. 49s: Attacker destroyed 1 Defense Platform.
Metal:	3,054,190											
Oil:	6,104,185											
Thorium:	70											

# Player connections: battles



[Kenneth McCallum](#)

7x Elite Hellfire

24x Stinger

14x Elite Gatling Truck



[Will Harbin](#)

59x Suicide Bomber

# Player connections: battles

## Loot:

Metal:	3,054,190
--------	-----------

Oil:	6,104,185
------	-----------

Thorium:	70
----------	----

## Infamy

Ranking: ★ ★ ★ (100% destroyed)

Attacker: + 0 infamy

Defender: - 0 infamy

# Player connections: battles

## Report Details

10s: Attacker deployed 5x Hellstorm from the northwest.

22s: Attacker deployed 1x Titan from the northwest.

46s: Attacker killed 1 Elite Hellfire.

46s: Attacker killed 1 Elite Hellfire.

46s: Attacker destroyed 1 Watchtower.

49s: Attacker destroyed 1 Laser.

49s: Attacker destroyed 1 Defense Platform.

49s: Attacker destroyed 1 Oil Pump.

49s: Attacker destroyed 1 Oil Pump.

49s: Defender killed 1 Elite Suicide Bomber.

# Player connections: IPs

TOOL

















IP

10

records per page

IP	ISP	Country
<a href="#">180.241.153.217</a>	PT Telekomunikasi Indonesia	ID
<a href="#">24.229</a>	PenTeleData Inc.	US
<a href="#">50.32.</a>	Frontier Communications of America, Inc.	US
<a href="#">50.32.</a>	Frontier Communications of America, Inc.	US
<a href="#">50.32.</a>	Frontier Communications of America, Inc.	US
<a href="#">50.32.</a>	Frontier Communications of America, Inc.	US

# Player connections: IPs

<a href="#">98.237</a>	Comcast Cable Communications Holdings, Inc	 US	2014-01-03 20:04:33 PST		 31.0	 7 x64	Mozilla/5.0 (Windows NT 6.1; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/31.0.1650.63 Safari/537.36
<a href="#">180.241.153.217</a>	PT Telekomunikasi Indonesia	 ID	2014-01-03 17:22:02 PST		 17.0	 XP	Mozilla/5.0 (Windows NT 5.1; rv:17.0) Gecko/20100101 Firefox/17.0
<a href="#">180.241.153.217</a>	PT Telekomunikasi Indonesia	 ID	2014-01-03 17:15:45 PST		 17.0	 XP	Mozilla/5.0 (Windows NT 5.1; rv:17.0) Gecko/20100101 Firefox/17.0
<a href="#">98.237</a>	Comcast Cable Communications Holdings, Inc	 US	2013-12-24 15:37:38 PST		 31.0	 7 x64	Mozilla/5.0 (Windows NT 6.1; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/31.0.1650.63 Safari/537.36

# Player connections: IPs

Date	Topup Type	Item	Amount	Total	Topup Code	Stage
2014-01-03 17:53:39 PST	Facebook <a href="#">Gift to 9293260</a>	error: rendering	5 FBC	\$5.00	463734887071594	refunded
2014-01-03 17:52:45 PST	Facebook <a href="#">Gift to 9293260</a>	error: rendering	10 FBC	\$10.00	463734870404929	refunded
2014-01-03 17:52:09 PST	Facebook <a href="#">Gift to 9293260</a>	error: rendering	10 FBC	\$10.00	463734867071596	refunded
2014-01-03 17:38:07 PST	Facebook <a href="#">Gift to 26847752</a>	error: rendering	5 FBC	\$5.00	463734783738271	refunded
2014-01-03 17:37:42 PST	Facebook <a href="#">Gift to 26847752</a>	error: rendering	50 FBC	\$50.00	463734780404938	refunded
2014-01-03 17:31:54 PST	Facebook <a href="#">Gift to 22299717</a>	error: rendering	5 FBC	\$5.00	463734753738274	refunded
2014-01-03 17:31:27 PST	Facebook <a href="#">Gift to 22299717</a>	error: rendering	100 FBC	\$100.00	463734750404941	refunded
2014-01-03 17:23:47 PST	Facebook <a href="#">Gift to 6076819</a>	error: rendering	5 FBC	\$5.00	462515393860215	refunded

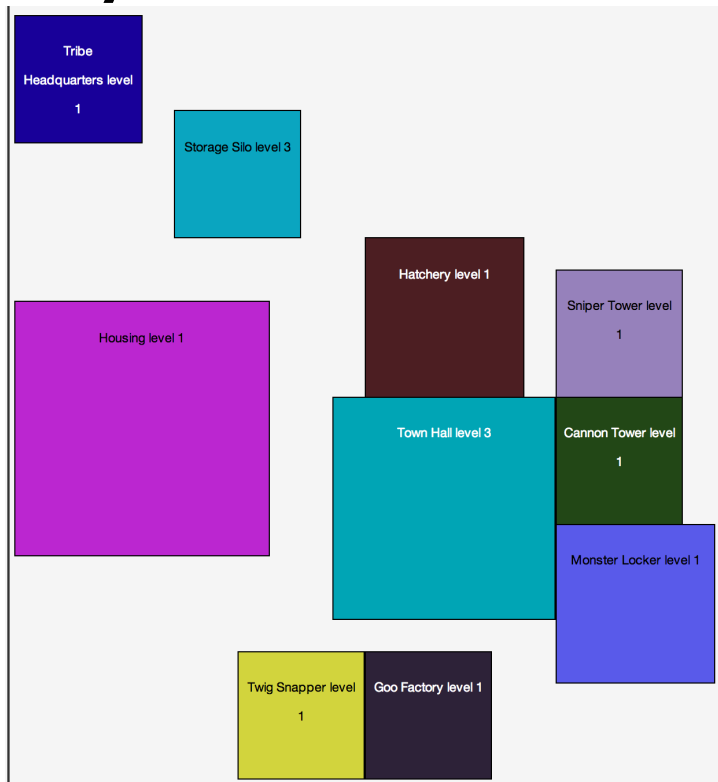
# Player connections: IPs

Date ▼	Topup Type ⚡	Item	Amount ⚡	Total ⚡	Topup Code ⚡	Stage ⚡	
2014-01-03 17:53:39 PST	Facebook <a href="#">Gift to 9293260</a> 📄	error: rendering	5 FBC	\$5.00	463734887071594	refunded	
2014-01-03 17:52:45 PST	Facebook <a href="#">Gift to 9293260</a> 📄	error: rendering	10 FBC	\$10.00	463734870404929	refunded	
2014-01-03 17:52:09 PST	Facebook <a href="#">Gift to 9293260</a> 📄	error: rendering	10 FBC	\$10.00	463734867071596	refunded	
2014-01-03 17:38:07 PST	Facebook <a href="#">Gift to 26847752</a> 📄	error: rendering	5 FBC	\$5.00	463734783738271	refunded	
2014-01-03 17:37:42 PST	Facebook <a href="#">Gift to 26847752</a> 📄	error: rendering	50 FBC	\$50.00	463734780404938	refunded	
2014-01-03 17:31:54 PST	Facebook <a href="#">Gift to 22299717</a> 📄	error: rendering	5 FBC	\$5.00	463734753738274	refunded	
2014-01-03 17:31:27 PST	Facebook <a href="#">Gift to 22299717</a> 📄	error: rendering	100 FBC	\$100.00	463734750404941	refunded	
2014-01-03 17:23:47 PST	Facebook <a href="#">Gift to 6076819</a> 📄	error: rendering	5 FBC	\$5.00	462515393860215	refunded	

# Lessons Learned

- Get support hooks (Monorail) into games as early as possible

# Backyard Monsters: Unleashed



## Town Hall

Town Hall level 3 ♀

## Tribe Headquarters

Tribe Headquarters level 1 ♀

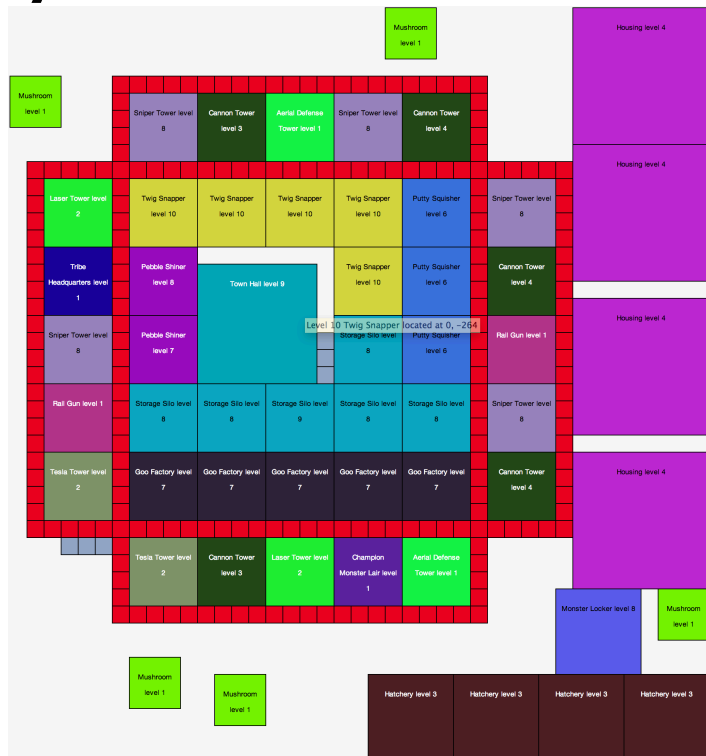
## Twig Snapper

Twig Snapper level 1 ♀

Current storage: 18

Last harvested: 2013-10-04 19:02:57 UTC

# Backyard Monsters: Unleashed



## Tesla Tower

Tesla Tower level 2 ♀

Tesla Tower level 2 ♀

## Town Hall

Town Hall level 9 ♀

## Tribe Headquarters

Tribe Headquarters level 1 ♀

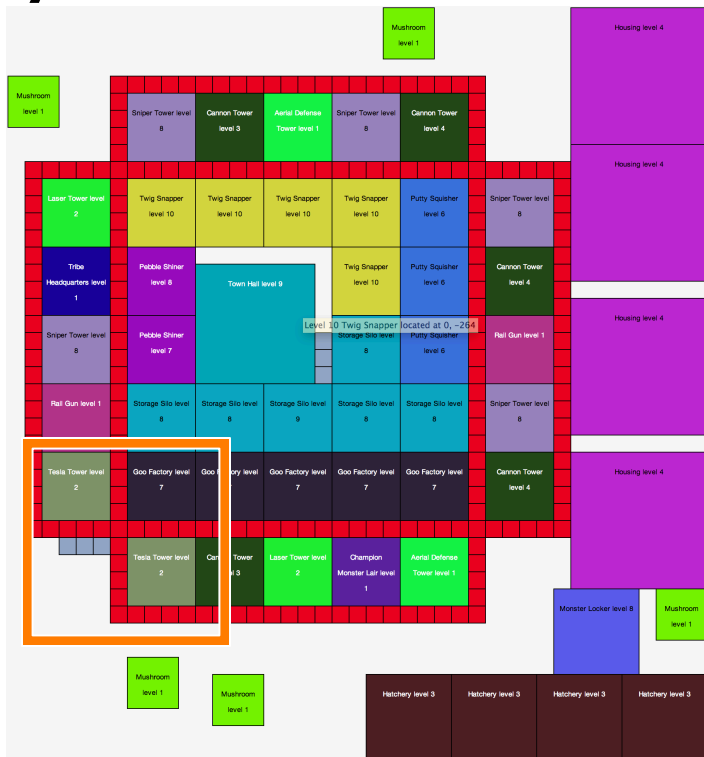
## Twig Snapper

Twig Snapper level 10 ♀

Current storage: 41

Last harvested: 2014-03-13 17:23:22 UTC

# Backyard Monsters: Unleashed



## Tesla Tower

**Tesla Tower level 2** 📍

**Tesla Tower level 2** 📍

## Town Hall

**Town Hall level 9** 📍

## Tribe Headquarters

Tribe Headquarters level 1 📍

## Twig Snapper

### Twig Snapper level 10

Current storage: 41

Last harvested: 2014-03-13 17:23:22 UTC

# Support and retention (reprise)

“The problem was fixed the next day.”

“you helped getting my evalks working again”

“can you get more people like Cassi to work for ya she helped me out nice with my issue i had with a shockwave retrofit”

“keep up the good work for your games!”

# Support and retention (reprise)

“Hey I just want to tell you Thank You for the 50 gold, little things like that mean a lot to the people who play the game and we do notice the effort you have all been doing to improve the game, also I would like to compliment you on your quick responses and fairness when issues do occur. You have always treated me fairly and I appreciate it.”

# Support and retention (reprise)

"I have been playing this game for a long time now and a couple of things have happened recently that I had to submit tickets for.

I will put my hands up, in the past I have been critical of and frustrated with Kixeye support. However, on these two occasions Kixeye dealt with both matters quickly and resolved both issues to my satisfaction.

So instead of the usual threads of whingeing, complaints and moaning, I would like to say thank you Kixeye - on both occasions job well done"