



Crisis and Opportunity:

Communities in good times and bad

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Crisis = Opportunity

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Co-founder and CEO

Knitter

Aunt



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Molly and her Aunt Emily
(at a baseball game)

Crisis = Opportunity



Result: skirt is much more charming

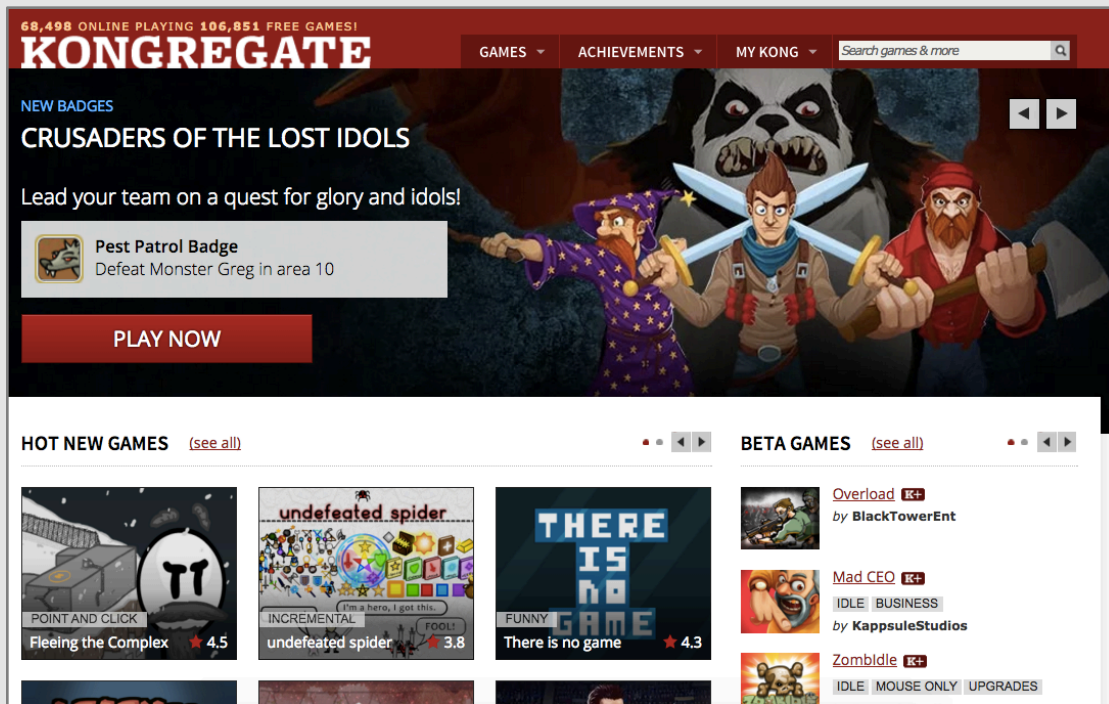
Kongregate's Platform

100,000+ games

300-400 VG games

~200 forums

chat: regular, game, guild



Kongregate's Platform

Game crisis post-mortem:

- Alcohol tolerance ++
- Liver health :-(

Loss of Trust

Every community crisis, at its heart, is the same:

*players are disappointed
and lose confidence.*



**There is exactly one tool
all of us bring to every situation
we're in, and that's ourselves.**

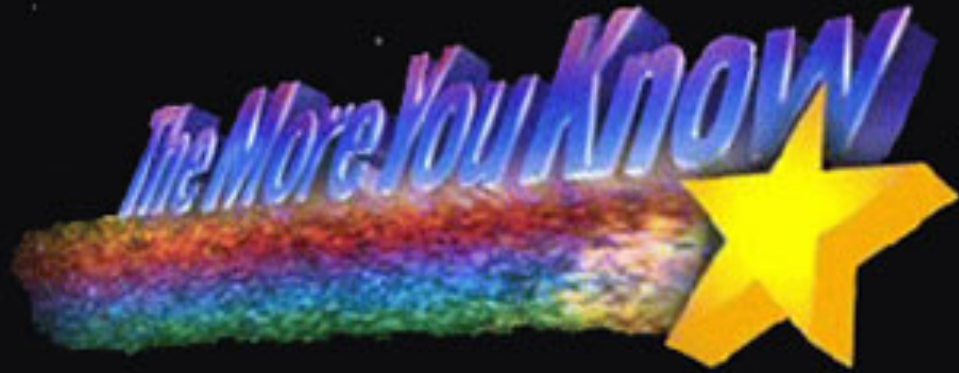
You're A Tool

Persona: You're a tool



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The Basics



**If people like and respect you,
they are more likely to trust you.**

The Basics

Be lenient

- Addressing only the important things makes people more likely to listen.
- You want to appear reasonable to most.



The Basics

Be lenient

Be fair

- Players will detect bias and lose respect for you.
- Do what's best for the community as a whole— you can't please every individual.



The Basics

Be lenient

Be fair

Be nice... but not a push-over.

- Being nice (and calm!) makes trolling you nearly impossible.
- People will live up or down to your expectations; treat everyone as if they are capable of coolness.



The Basics

Be lenient.

Be fair.

Be nice... but not a push-over.

Be transparent.

- Users have a right to know what you're doing and why.
- Willingness to talk frankly keeps them from thinking you're a tyrant.



Managing A Crisis

A. Understand the issues thoroughly



Managing A Crisis

B. Apologize or express regret

I'm really sorry about all this, and I'll definitely follow up with the programmers about how we will prevent it from happening again.

I can absolutely understand that this is just incredibly frustrating.

Wow, this is such unfortunate timing!

It was certainly not my intention to be rude or dismissive, and I sincerely apologize.

I'm so sorry you are having a bad experience.

Managing A Crisis

C. Explain your next steps:

- Say what you're going to do
- Do it
- Report back that you have done it
- Ask if the situation has improved

Managing A Crisis

D. Do better next time

**Failure
is just an education
disguised as an ass-kicking.**

Avoiding Pitfalls

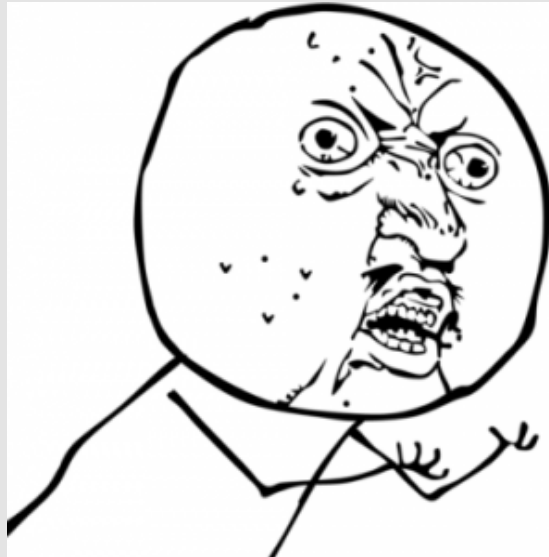
*ounce of
prevention*



*pound of
cure*

The Moderate Path

A. Allow negative feedback



The Moderate Path

A. Allow negative feedback (within reason)



Reasonable

The energy system in this game is overly restrictive!

I find the matchmaking to be flawed because....



Not Reasonable

Greedy scum-suckers, get nuked from space and die in a hole!

You wouldn't recognize decent matchmaking if it crawled out of your mother's....

The Moderate Path

B. Substantive complaints deserve responses

Jan 15, 2014 3:07pm

[Flag Post](#)



trickyrodent K

[3152 posts](#)

[Quote post](#)

In some ways, this is a philosophical question. As Winston Churchill observed, "It has been said that democracy is the worst form of government except all those other forms that have been tried...."

Kongregate's approach has always been that players should be the ones in charge of determining which games are good. Our weekly and monthly [game contest](#) winners are determined by player ratings. Similarly, we choose which games get [badges](#) based primarily on how players rate the games.

As of this moment we have 79,845 games on the site. Anybody can upload their lame attempt at a game, or even their fun-but-flawed attempt at a game, and try to find an audience and get feedback. We don't remove any games simply for being bad. Stolen games, yes, they get taken down. Games that are sexually inappropriate or contain racist/hateful themes, yes, those we take down. Bad games, nope— those are welcome. We don't take down games just because we don't like them. There's no cabal of snooty gaming hipsters sitting around deciding what we (as a group) should or shouldn't like. It's not based on favoritism or connections... just on votes.

What matters is that over 40 thousand people have played and rated this game. and the

KONGREGATE

Jan 16, 2014 8:19am

[Flag Post](#)



B_o_b
[423 posts](#)

[Quote post](#)

[Edit post](#)

trickyrodent, i'm not gonna quote your post as it's just too big but...

this is something odd for me but i'll say it anyway... damn, it's hard to say something nice!
i... i... come on, i know i can do it...

i like u!

Man i have to go lie down a bit now , saying something nice made me feel dizzy :)

Jan 16, 2014 9:04am

[Flag Post](#)



Pseudonym
[20 posts](#)

[Quote post](#)

*Originally posted by **B o b**:*

i... i... come on, i know i can do it...

i like u!

You have a soul, man :)

Jan 16, 2014 9:05am

[Flag Post](#)



B_o_b
[423 posts](#)

[Quote post](#)

[Edit post](#)

*Originally posted by **Pseudonym**:*

You have a soul, man :)

U can't prove anything ! :)

**Handling negative feedback
calmly and without defensiveness
makes everyone respect you more.**

The Moderate Path

C. Listen, but don't always act



The Moderate Path

- Listen to what players have to say, but don't always act.
- Allow disagreement and criticism; but require that the criticism be constructive.
- Address concerns, but avoid taking them personally.
- Defuse emotions by remaining calm.

Cultural Differences Matter

Different people are different.

-Alison Huffman's mom

Cultural Differences Matter



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Support Isn't Optional



Support Isn't Optional

A. Small team? Make it work.



Support Isn't Optional

B. Have a plan for scaling



Support Isn't Optional

C. Have a plan for VIPs

If the vast majority of your revenue comes from a small percentage of players, make sure that those players get top-notch support every single time.

Support Isn't Optional

C. Have a plan for VIPs



Support Isn't Optional

D. Have a plan for holidays



your holiday!



meanwhile, on the internet...

Support Isn't Optional

D. Have a plan for holidays

69,097 ONLINE PLAYING 106,964 FREE GAMES!

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GAMES ▾

ACHIEVEMENTS ▾

MY KONG ▾

Search games & more 🔍

Contact us

Your comments and concerns are important to us, and we want to make your Kongregate experience the best it can be. We read each message carefully, and we'll do our best to respond to support inquiries within five business days. For fastest response, read our tips in the right column.

Send us a message

Kongregate Username

Email Address

Message Subject

Select a topic ▾

Description

Please include as much detail as possible.

2000 characters left

To ensure your message is read as quickly as possible, please select a subject using the pulldown above.

Submit

Answers to a few common questions

Got a problem with another user?

Use the "report abuse" link on their profile, and we'll look into it.

Have an idea for us?

Check out the suggestions thread in the forums to browse other player's ideas and post your own.

Having trouble getting badges and cards?

It may be that your chat is not connecting properly. Check that you don't have a firewall, proxy, ad blocker, or browser add-on interfering with chat loading or connecting. Make sure that port 5222 is allowing traffic on your network.

You can submit a request for a missing card or badge by selecting "Report Missing Card or Badge" in the dropdown on the left.

See a little red plug over chat?

This means that the game isn't connecting to the achievement system. Sometimes, just refreshing the page or restarting your computer can fix an intermittent problem, but if the problem is persistent, you may have an old or corrupt installation of the Flash Player, which requires a complete reinstallation to fix. To do this, first [uninstall the Flash Player](#). Then make sure that your browser is updated and reinstall the [latest version of the Flash Player](#).

Still having technical difficulties?

Check out our [Technical Support](#) forum to browse topics or post

Support Isn't Optional

E. There will be outliers



Real Talk Time

inherently public
uncomfortably exposed



Crisis = Opportunity



In the Chinese language, the word "crisis" is composed of two characters, one representing danger and the other, opportunity.

--John F. Kennedy

Crisis = Momentum



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Human Connection in Interesting Times



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