

GATHERING PLAYER INSIGHT TO **IMPROVE** **EXPERIENCES**



CASE STUDY



PTP partnered with Electronic Arts to re-architect their text analytics solution, increasing speed, functionality and performance, and bringing player data insight to business units across the company, ultimately improving player experience and loyalty.

THE CHALLENGES ELECTRONIC ARTS FACED

Electronic Arts (EA) needed insight on player behaviors to address and prevent user experience issues. During game launches, players would flood servers and overwhelm customer service resources with complaints about bugs and account problems. EA wanted to avoid broken games' hitting the market—due to fixed release dates, external tie-ins, or forthcoming holiday pressures on beta testing—by getting players involved during the product-launch stage.

THE RESULTS

PTP re-architected EA's text analytics solution to solve the challenges. EA's data science team wanted to scale the current customer writing tool from 2X to 10X the current level of performance. PTP went even farther, achieving 1,000X by clustering and modeling the topics players wrote about with predictive analytics.



BRINGING NEW TECH TO SPEED UP IMPROVEMENTS, GAIN INSIGHT

PTP's solution included:

- **Re-Architecting Text Analytics:** PTP performed an assessment of EA's current text analytics solution and algorithms, and re-architected it for peak performance.
- **Using Technology and Promote Geekiness:** PTP gained a 20X performance through statistically clustering and modeling topics. Clustering is a way to target ideas, and automatically looking for words that cluster together helped identify issues faster.
- **Implementing a Neural Networks-Based Solution on Python and Spark:** Through the implementation of artificial intelligence – running on Amazon Web Services – EA can now cluster data and drive a solution that gets smarter over time: the more data it consumes, the more patterns it uncovers. The updated coding led to a 50x increase in the speed of algorithms.

ABOUT ELECTRONIC ARTS, INC.

EA is a leading global interactive entertainment software company. EA delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets.



RESULTS

1000x Increase to current customer text analytics writing tool

50x Speed increase (coding language update from R to Python)

20x Performance uptake with AI (Neural Networks)

CHALLENGES

Gain insight around player behavior for product & experience optimization

Reduce gaming fraud with early intervention

Increase issue resolution with proactive customer service outreach

PTP'S SERVICES

Technology-gap analysis

Custom system architecture for text analytics

Updating coding language from R to Python (50x speed increase)

“PTP helped us create a framework that would take what we learned from our customer journeymap, create ideas around those experiences, and pilot them before we rolled out a full scale launch. Making that framework for our customer's experience actionable was a great piece of work that PTP did for us.”

Crystal Collier – Head of Strategy, Programs and Insights, Electronic Arts (EA) WWC