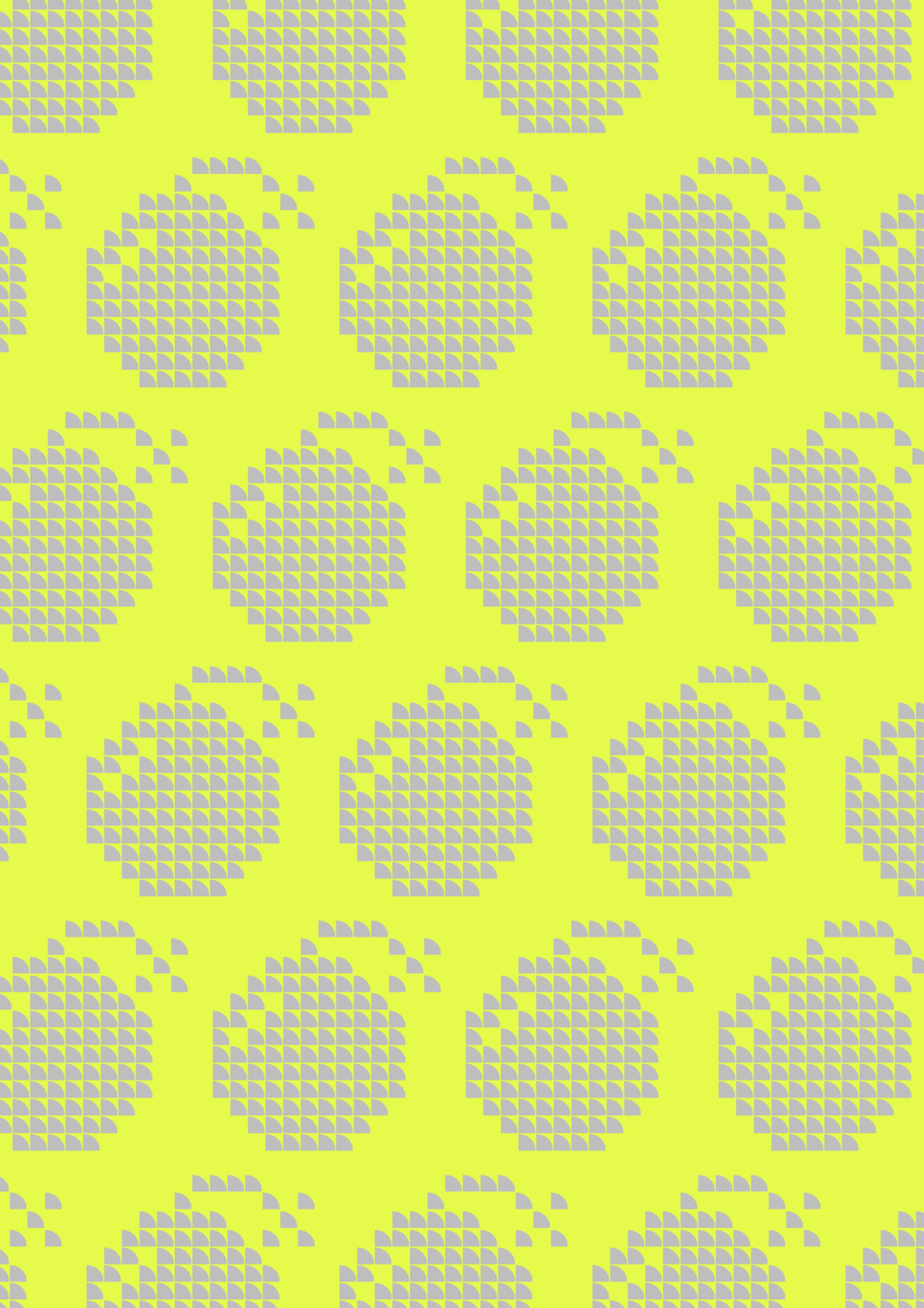


WHITE PAPER

# The guide to seamless player journeys

How to unify your gaming services and tools.



The author: Jussi Enroos  
P — 04

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From curious observers  
to obsessive fans  
P — 05

---

The issue with too many tools  
P — 06

---

Value streams and the  
gaming staircase  
P — 07

---

Toward platform centralization  
P — 09

---

A focused data strategy  
P — 11

---

About Reaktor  
P — 13

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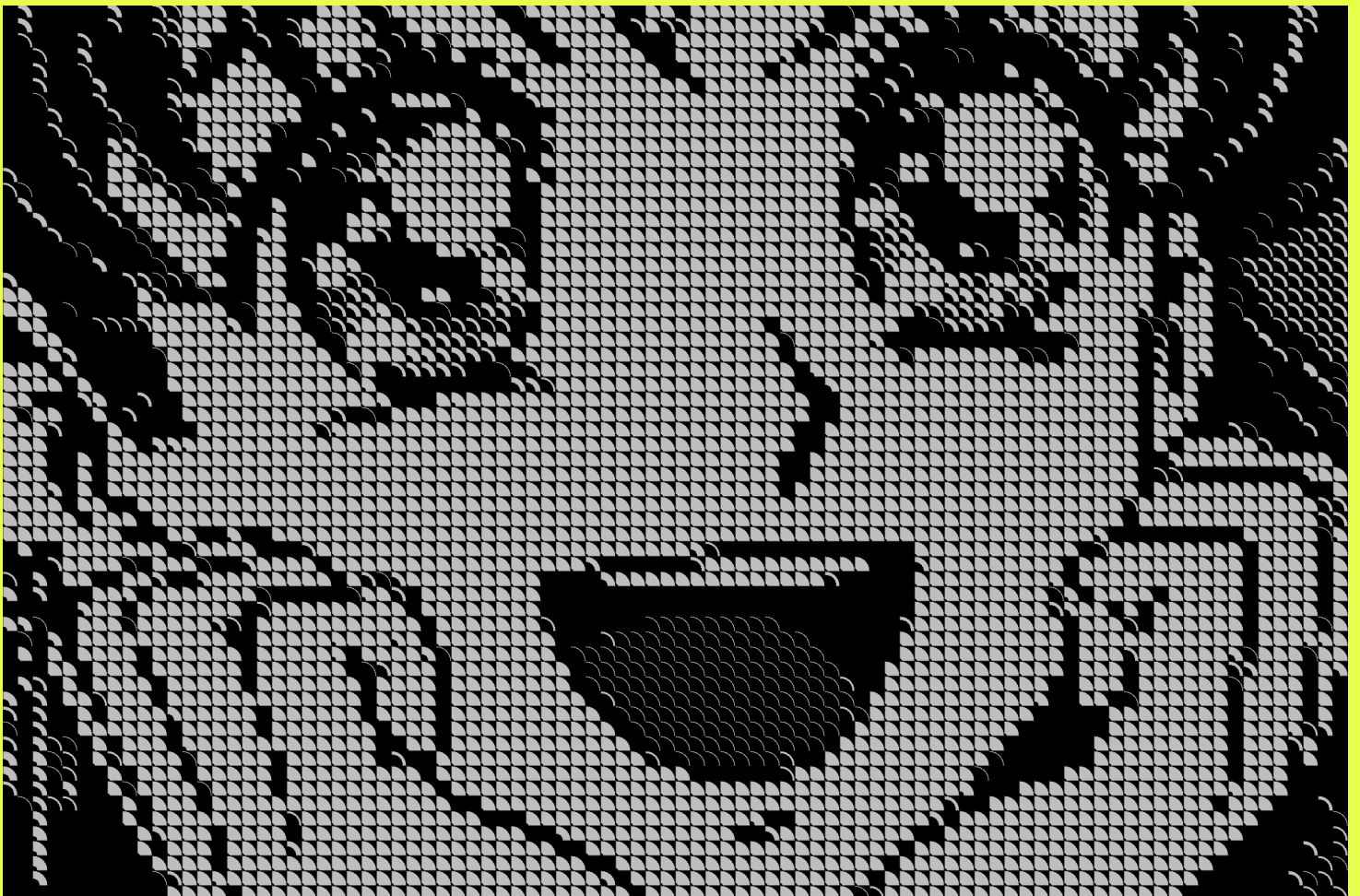
# From curious observers to obsessive fans

Player experience is everything when it comes to turning curious observers into obsessive fans – and not just within the game itself. From email promotions to in-game purchases or advertisements, the experience needs to be consistent to keep players engaged and enthralled in your imaginary world.

Yet many gaming companies struggle with fragmented systems that cause disjointed experiences. This results in confusion and frustration, making it harder for players to graduate from initial interest to deep, long-term engagement.

At Reaktor, we have a new approach to working through these challenges and moving toward a centralized ecosystem that supports a unified player experience.

This white paper is your how-to guide for platform centralization in gaming.



# LOADING...

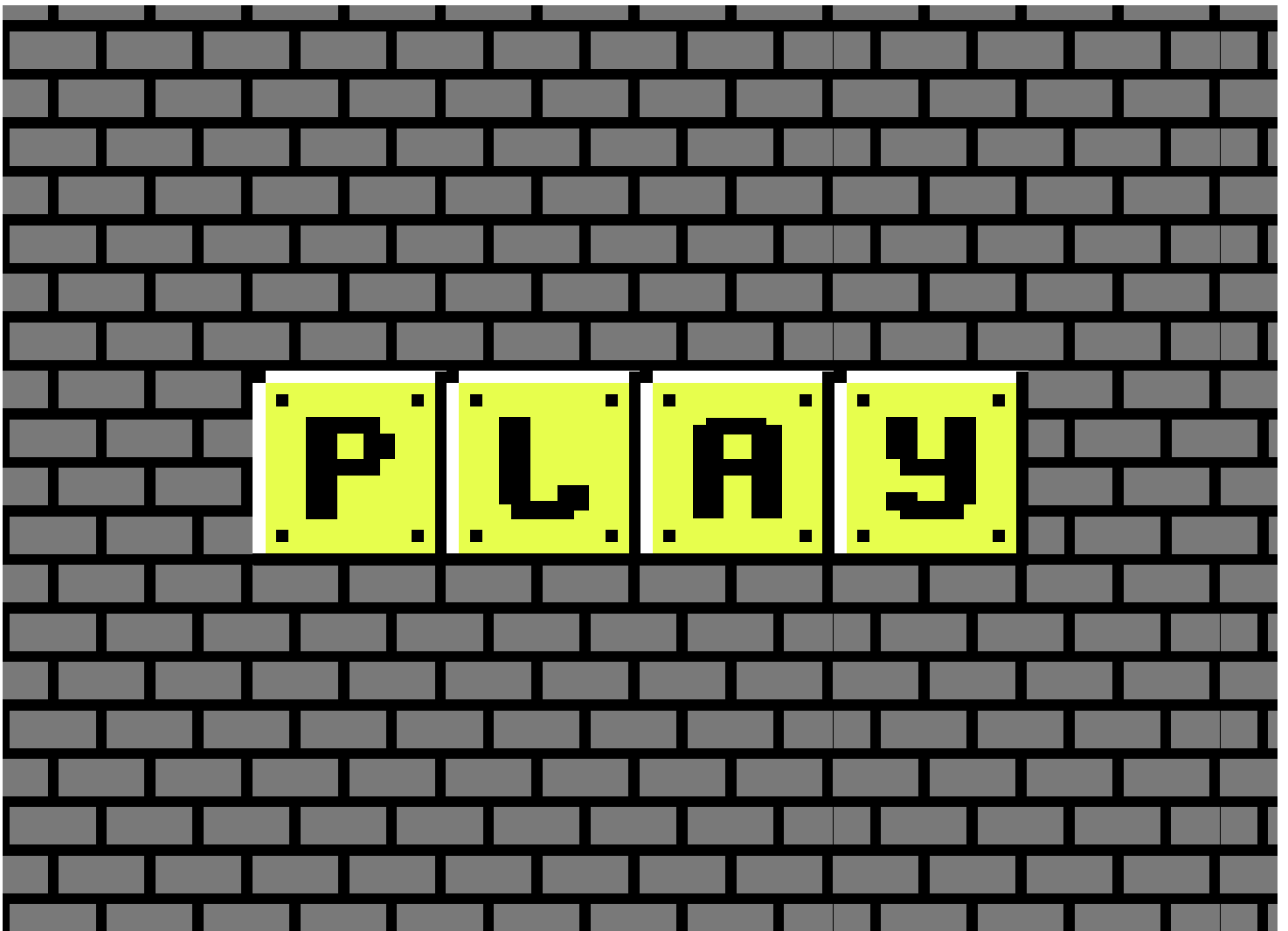
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## The issue with too many tools

Many gaming companies have grown into complex ecosystems with multiple teams and departments. This has resulted in a lack of centralization and a patchwork of various systems, each with a unique role and also a unique way of operating.

Your CRM, advertising and marketing tools, CMS, in-game analytics, player support systems, and ecommerce platforms might all be separate services operated by different teams. Some services might not even be in proper use, but are still being paid for or maintained. The systems that do serve their own purpose often operate in isolation, creating silos of information and functionality. This fragmentation has a direct and usually negative impact on player experience.

Consider the following scenario: You are playing an online multiplayer game and suddenly encounter a game-breaking bug. You contact customer support, but because the support system isn't integrated with in-game analytics, the support team can't immediately pinpoint the issue based on your gameplay history. Worse, the ecommerce platform for in-game purchases is handled by a separate team, so if the bug relates to a purchase (e.g., missing items after a transaction), you get bounced around between departments. By the time you get a resolution, the frustration has soured your enjoyment of the game, and you are likely no longer interested.



## Define value streams and the gaming staircase

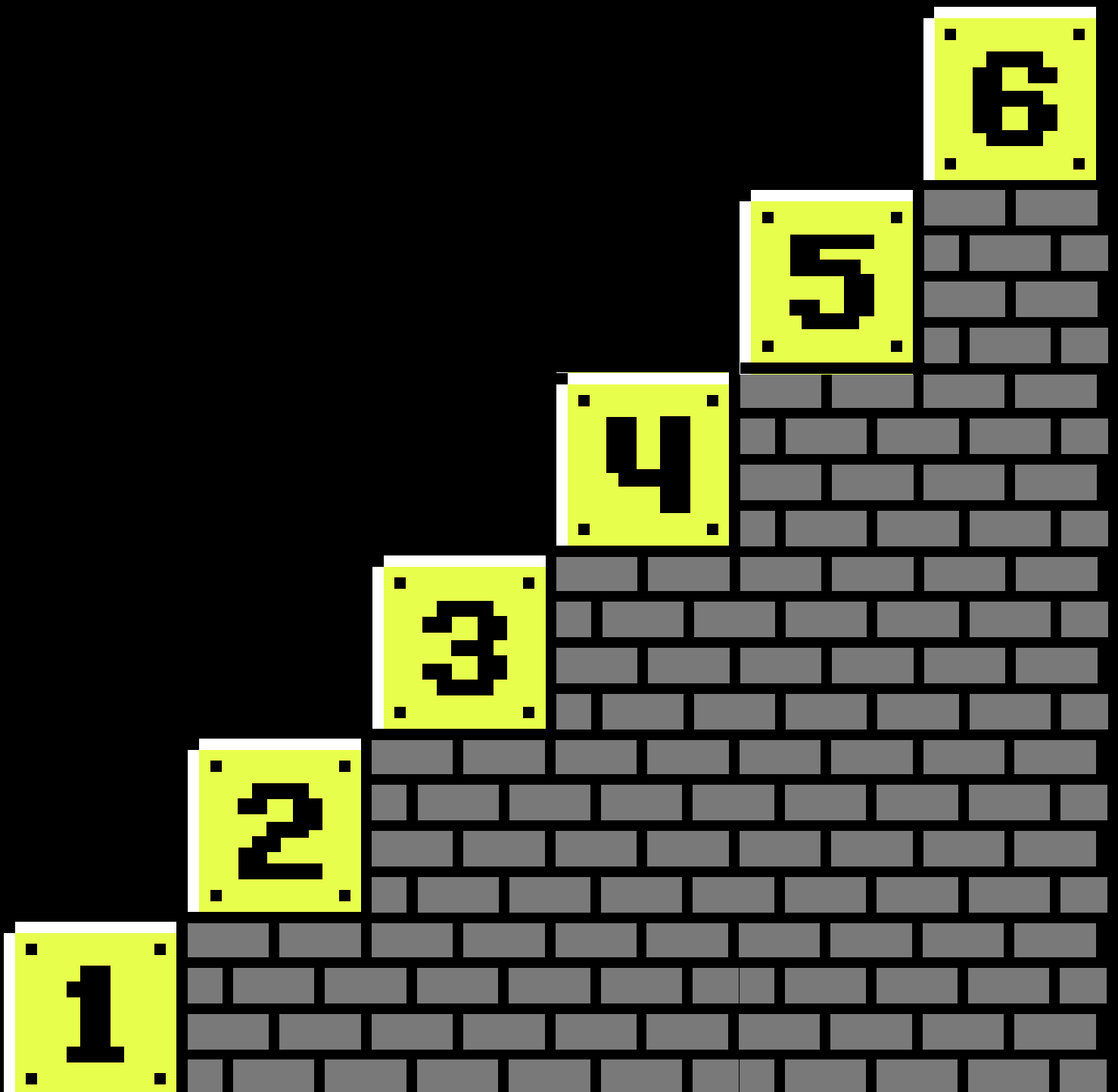
In order to address these challenges, we suggest starting to think about your flows as value streams. We define a value stream as a feature or a user story that both brings value to the players and drives business value for the company. For instance, a player purchasing something from a web store, player support returning a lost game account, or a web page detecting a player's need and taking that information to the game, allowing automatic support.

Let's play a game of imagination. Think of player engagement as if it were a staircase. It begins with awareness as the player discovers the game. The next step is interest, where they seek more information. This is followed by the first play, in which the player tests the waters for the first time. Regular play comes next with consistent engagement. In-game purchases then signal a deeper level of investment. Community participation follows as the player engages with others. Finally, advocacy is reached when the player recommends the game to friends. Each step is a deeper level of engagement, and the goal is to guide players up this staircase – each interaction gently nudging them toward the next level.

## Key

1. Awareness
2. Interest
3. Fair play
4. Regular play
5. Consistent engagement  
& in-game purchases
6. Advocacy

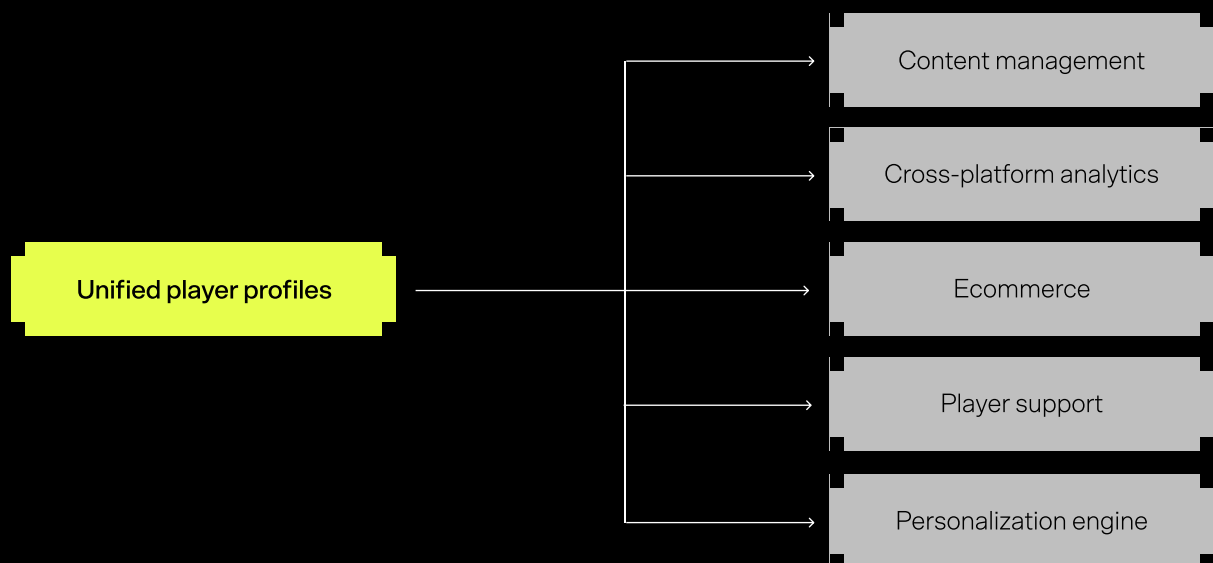
In many companies, fragmented systems create stumbling blocks on this staircase. Inconsistent messaging confuses players, while a lack of personalization fails to resonate with individual preferences. Disconnected support experiences, in turn, frustrate players looking for help, and siloed data structures prevent companies from understanding the full player journey and where your problems and opportunities lie exactly. These issues can inadvertently push players down the staircase, reducing engagement and even leading to churn.



# Move toward platform centralization

When we talk about platform centralization in gaming, we mean the unification of player-facing systems and internal tools into a single, cohesive ecosystem. This doesn't necessarily mean a single monolithic system but rather an integrated network of tools that communicate seamlessly while presenting a unified feel to players.

A centralized platform should consist of several key components. First, unified player profiles serve as a single source of truth for all player data. Integrated content management ensures consistent messaging across all channels, while cross-platform analytics provide a holistic view of player behavior and engagement. Integrated ecommerce creates a frictionless experience across all touchpoints, and a unified support interface streamlines player support with the right context. And finally, a personalization engine delivers tailored experiences based on comprehensive player data for that extra chef's kiss.



Value stream →

Marketing	Business	Product	Engineering
Develop consistent visual and tonal guidelines for all touchpoints	Map out all potential revenue streams across the player journey	Implement design systems for consistent UI/UX across all platforms	Develop API standards for seamless system integration
Create a centralized asset management system for brand resources	Develop KPIs that reflect the holistic player experience	Develop player personas based on comprehensive data	Implement microservices architecture for flexibility and scalability
Implement approval workflows to ensure brand consistency	Create cross-functional teams to optimize value streams	Create feedback loops between player support, community management, and product design	Establish data governance practices for clean, consistent data across all systems

## Getting started with centralization

Centralization should start with a thorough assessment of your current situation. This means mapping out existing systems and touchpoints, identifying pain points and inefficiencies, as well as assessing technical capabilities and limitations. After this step, it makes sense to move toward vision and strategy development: defining the ideal player journey, setting clear goals and KPIs, and building out a phased implementation plan.

Rather than overhauling your entire organization from the get-go, you can run a proof of concept where a single value stream is selected for initial centralization. Let's take a look at an example. Companies, particularly in free-to-play mobile gaming, often structure themselves around dominant value streams – such as converting new users into paying customers or ad viewers, then retaining them through continuous content updates. While this structure can be effective for the primary business model, it can unintentionally blind organizations to alternative value streams. Marketing teams might identify promising player preferences but lack the infrastructure to test these insights in-game. Similarly, customer support might

observe workarounds that indicate unmet user needs, but organizational barriers (like outsourcing) or inadequate tracking tools prevent these insights from reaching decision-makers. The absence of full visibility into the player experience, together with rigid processes, leads to missed opportunities for value creation.

## Alignment and organizational buy-in

Centralizing platforms is both a technical and an organizational question, and requires involvement from various areas of the company. Marketing, business, product, engineering, and data teams have to work together in order to design value streams and drive comprehensive change.

In addition to strong collaboration between the right stakeholders from different teams, securing executive buy-in is crucial for success. This can be done by presenting clear ROI projections based on industry benchmarks together with the results of your proof of concept. Highlighting the potential for increased player lifetime value and reduced churn helps demonstrate that this is not just about a technical upgrade but an important strategic play.

# Form a focused data strategy

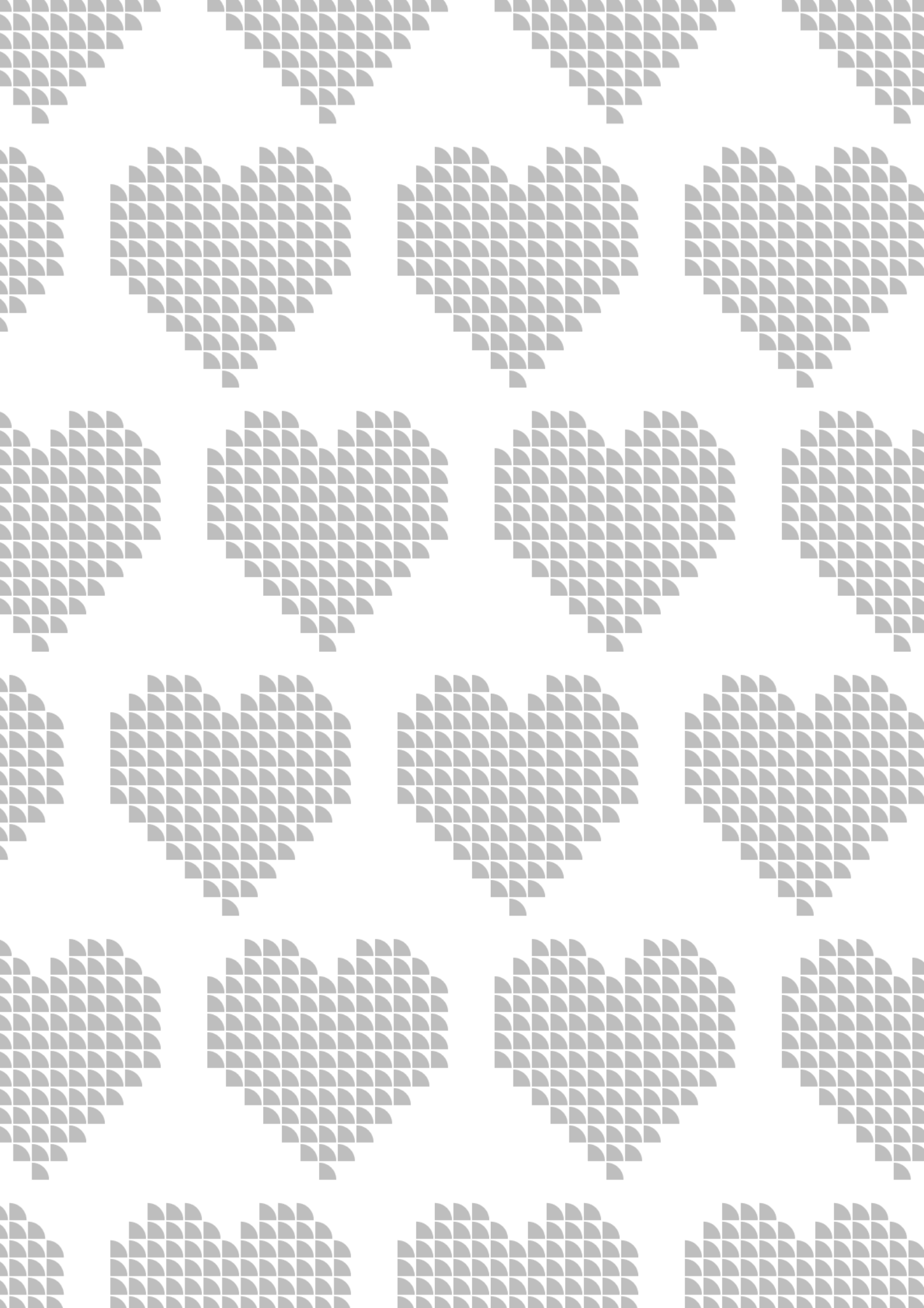
A centralized approach to data is a key factor in a unified ecosystem – and the key to bearing its fruits is a focused data strategy. This starts with cross-functional teams collaborating to identify potential untapped value streams and forming specific hypotheses around them. Only then should companies design targeted data collection methods and metrics to validate these hypotheses.

The common approach of collecting "all possible data" often just turns into another inefficiency. Sifting through vast amounts of data retrospectively to find valuable insights is typically more challenging and less productive than starting with clear hypotheses and collecting the relevant data with intention. This type of focus helps organizations unlock powerful insights and take proactive action to further engage players, just at the right moments.

Some of the hypotheses you might consider including in your data strategy:

- **Identify player segments:** Understand different player types and their needs.
- **Predict churn:** Recognize patterns that indicate a player might leave
- **Optimize monetization:** Tailor offers based on individual player behavior.
- **Enhance game design:** Use player behavior data to inform future development.
- **Personalize experiences:** Deliver tailored content and recommendations.

These insights can be applied in various ways to enhance the player experience. For example, cross-promotion becomes more effective when players are guided to other games in the portfolio based on their demonstrated preferences. Content can be highly targeted with personalized in-game events and offers. Or support can be turned into a proactive measure by addressing potential issues before they lead to player frustration.



# About Reaktor

Growing a good game into a successful one takes more than exceptional game design. Players expect a seamless experience from start to finish – whether it's logging in, saving progress, making purchases, or chatting with friends. Every interaction matters.

Reaktor helps gaming companies level up with scalable, cutting-edge technology, player-centered UI/UX design, and strong community and brand-building expertise. Our senior experts have worked with gaming companies for years and know what it takes to impress your players with exceptionally well-executed solutions.

Teaming up with Reaktor allows both the game studio and the gaming community to focus on the one thing that matters the most – the game itself.

**Reaktor. Go beyond the game.**

Discover more:  
[reaktor.com/gaming](https://reaktor.com/gaming)