



 MEDIA AND ENTERTAINMENT

Volume Surge Readiness Guide

How industry leaders prepare for premiere nights, game launches, ticket drops, and live-event spikes



Why CX is Your Competitive Edge



Whether it's a game launch, a TV premiere, or a playoff game, volume surges are the ultimate test of CX infrastructure.

747k+

concurrent *Battlefield 6* players on Steam on release day¹

786M

live video views of the World Cup Final in 2022²

~10M

total tickets sold for Taylor Swift's *Eras* tour³



What Breaks During Live Event and Release Surges



Bots Fail Under Pressure

Generic chatbots can't handle complex questions so they escalate issues when your team is busiest.



Tickets Get Buried in the Queue

Priority tickets wait behind low-priority issues in the queue, increasing churn risk.



Quality and Compliance Erode

Real-time QA disappears. Agents make promises they can't keep, creating compliance risk.



How CX Leaders Prepare



1

Predict & Staff Smart

Forecast demand to staff efficiently for major events, releases, and seasonal peaks to handle surges without the chaos.

2

Automate the Repeatable

Leverage AI to automate Tier 1 volume: account access, order status, and stream quality issues, escalating with full context when needed.

3

Monitor Quality in Real Time

Evaluate 100% of interactions during surges to flag compliance, language, and tone live. Conduct retrospectives to tune knowledge and routing quickly.



Are You Ready?

Score yourself across five critical areas to find your gaps before your next big release or event.

Area	Not Ready (0 points)	In Progress (1 point)	Ready (2 points)
Staffing	No surge plan	Plan exists but not forecasted	Thresholds set, pods defined, flex pool identified
Automation	No AI/bot deployed	Bot deployed, no failover	Bot + backup configured, 40-50% containment target
Knowledge Base	No event content	Partial event hub	Multilingual event hub live, auto-replies ready
Omnichannel	Chat only	Chat + email, basic routing	Chat + messaging + social, intelligent triage
Escalation	No segmentation	Priority tags exist, no SLA differentiation	Priority tiers defined, dedicated queues, protected capacity

Score	Status	What It Means
8 to 10	Ready	You're in strong shape. Focus on stress-testing and edge cases.
5 to 7	In Progress	Foundation is there. Prioritize automation and escalation gaps.
0 to 4	At Risk	Significant gaps exist. Focus on staffing fundamentals and top contact drivers now.

You don't need to be perfect—just prepared.
Be ready to meet audience needs during your next big event.

Your Pre-Surge Checklist

Based on your readiness gaps, here is what to focus on:

STAFFING & FORECASTING

- ☐ Map expected contact volume.
- ☐ Identify flex capacity (BPOs, part-time agents, etc.).

AUTOMATION

- ☐ Identify your top contact drivers from past events (stream lag, bot status, etc.).
- ☐ Build AI workflows to resolve these issues (with escalation paths when AI can't).

KNOWLEDGE BASE

- ☐ Create an event or release day hub with localized content for key markets
For example: FAQs, known issues, and troubleshooting guides).
- ☐ Configure proactive messaging for anticipated issues.
For example: "Experiencing streaming problems? Here's what we know."

CHANNELS & ROUTING

- ☐ Ensure omnichannel coverage with intelligent routing.
- ☐ Test channel handoffs so customers don't lose context when moving between channels.

ESCALATION & VIP HANDLING

- ☐ Define VIP tiers with dedicated queues and faster SLAs.
- ☐ Protect capacity for escalations. Don't let a high volume of generic cases crowd out urgent issues.

QUALITY MONITORING

- ☐ Evaluate the quality of 100% of interactions— not just random samples.
- ☐ Set up real-time alerts for compliance risks, tone issues, and incorrect information.
- ☐ Plan retrospective within 24 hours of the event to update knowledge base and routing based on what you learn.



Pro Tip: Focus on your lowest-scoring areas from the assessment.
You don't need to do everything—close the gaps that will hurt you most.

Ready to review your gaps and build a pre-event plan? Book a [15-minute readiness session](#) with a Zendesk expert before the surge hits.