

Leading European Gaming Operator Successfully Implements AI to Automate Player Engagement








The Stanleybet Group is among the largest iGaming operators in Europe. The company is present in Belgium, Cyprus, Italy, Malta, and the UK where it operates in the B2C market with over 2,000 branches and 3,000 employees and collaborators.

The Challenge

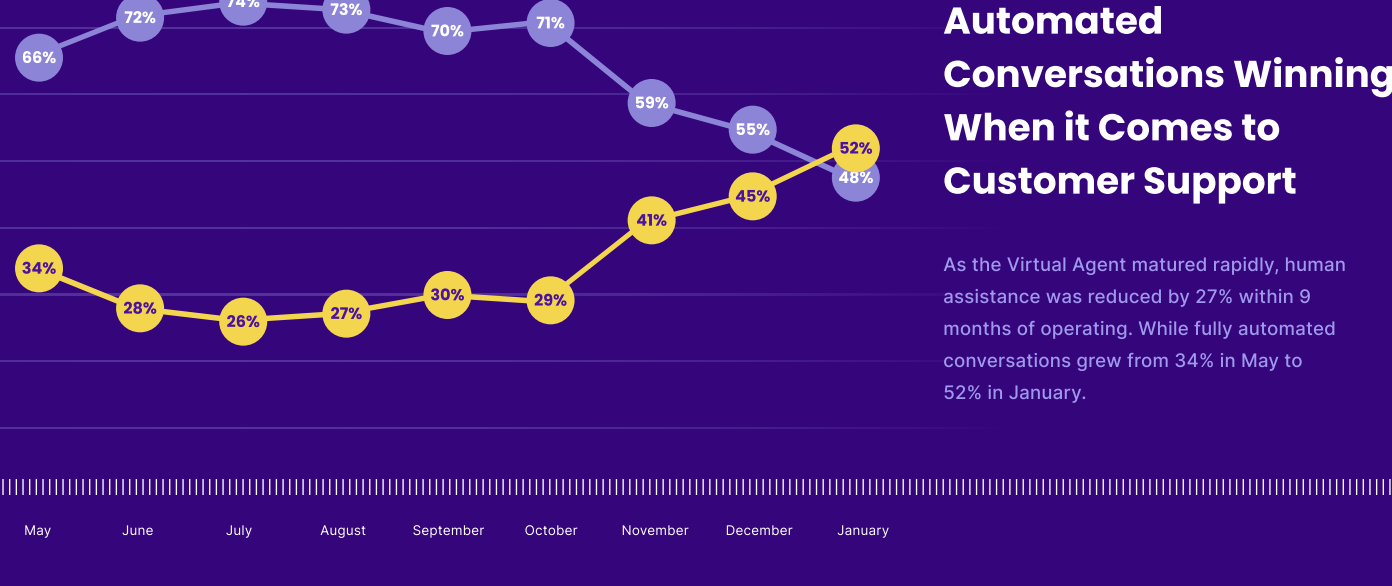
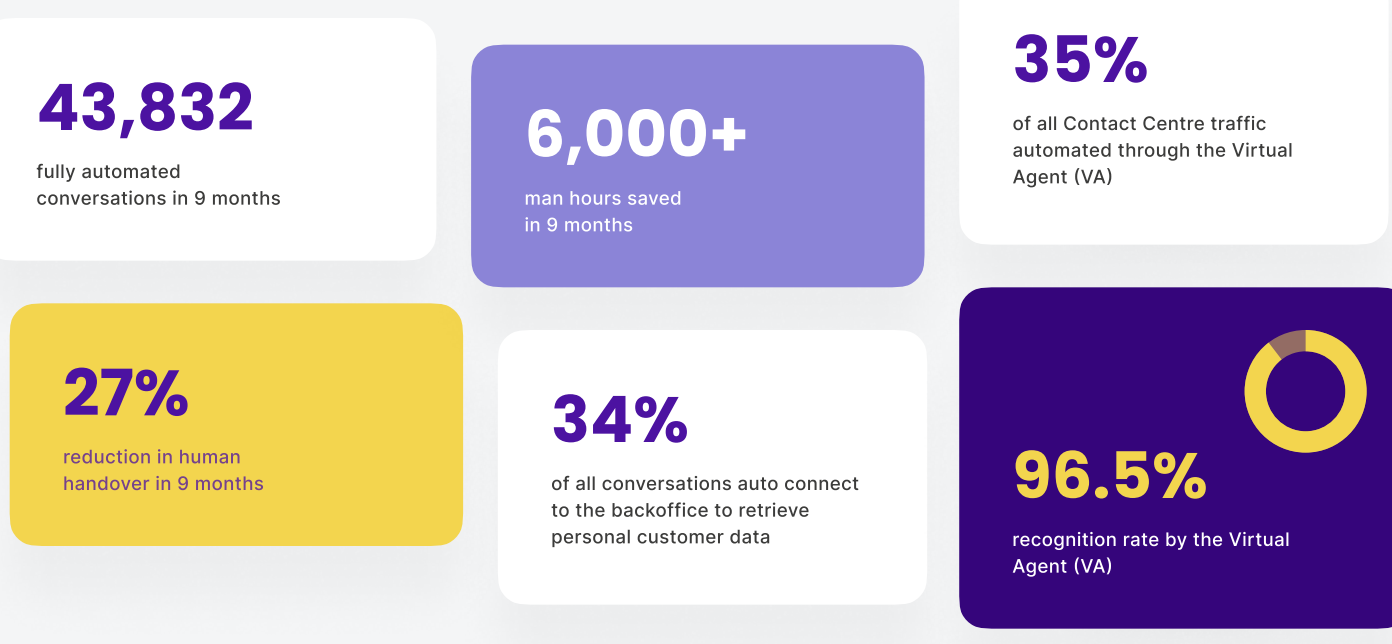
Stanleybet experienced a massive increase in player registration, and a shift to digital, during the COVID-19 pandemic. The customer onboarding process needed to scale up and work seamlessly to prevent customer drop-off.

Player growth created an increase in repetitive queries, stressing the Customer Support agents and leaving little time to nurture relationships. Additionally, a larger language capacity was required, coupled with the evolution of responsible-gaming requirements. Stanleybet recognized they needed to take a data-driven approach.

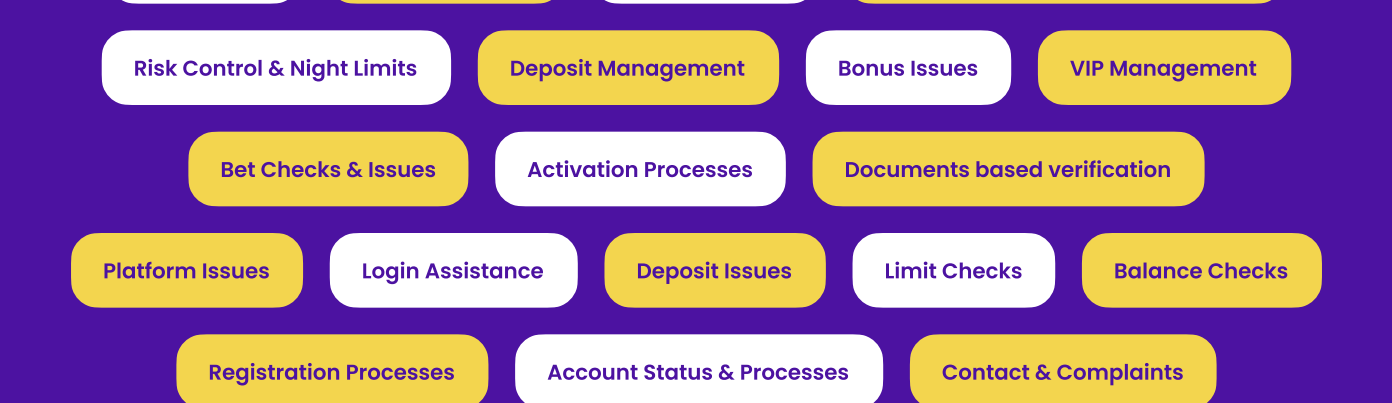
Key Targets Stanleybet Set out to Achieve

- 
24/7 Customer Support
 A solution that never sleeps, goes offline or takes a break.
- 
Full integration
 Direct back-office interoperability to provide player data, verification and transaction status.
- 
Quality & Consistency
 Providing players with the best service irrespective of the time of which agents are 'on call'.
- 
Self-Service Technology
 A fully automated service which redirects to a human when needed.
- 
Scalability
 A method that can scale proportionately to an increase in demand.
- 
Speed
 Reducing the wait time for response and resolution.
- 
Data Insights
 A solution that provides new insights on customers' sentiment and needs.

Outstanding Results Highlighted

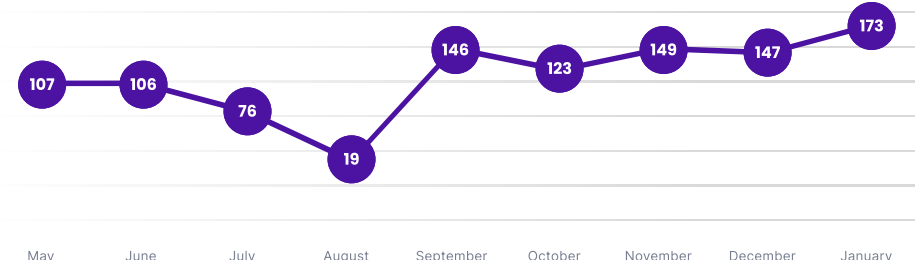


Automation of Key Services & Processes




61% Boost in Player Satisfaction


Players rated their experience with the Virtual Agent. Results showed that the satisfaction rating increased by 61%, from 107 points in May to 173 points in January. Stanleybet registered a positive outcome from its customers and is now constantly expanding the use-cases that the Virtual Agent can tackle.




Conversational AI Provides the Needed Edge



Customers want a **real conversation** that has empathy. Stanleybet's Virtual Agent is built using Artificial Intelligence (AI) that accesses customer information **securely** and is **fully aware of the context** of the conversation.



The Virtual Agent handles requests and tasks on your behalf, like a human agent. VAs improve customer experience, reduce churn and optimise productivity. They seamlessly integrate with industry-leading CRMs such as Salesforce, Zendesk, Freshchat, LiveChat and more.



AI capabilities mean the Virtual Agent improves over time, learning new processes. Also, once it realises that the conversation has become too complex for it, it automatically transfers to a human agent who can swiftly respond to the requirements.





“We love the results! As a data-first company, working with our Virtual Agent Claire has helped us increase productivity, cut running costs and achieve positive levels of customer satisfaction. We have reduced customers' waiting time and automated entire workflows to provide a quick resolution to specific customer queries.”

– Dalia Pecingina, Head of CX, StanleyBet Group

Contact us for a free consultation

- Malta: (+356) 2010 5006
- UK: (+44) 0203 916 0018
- Cyprus: (+357) 25000350
- hello@ebo.ai
- www.ebo.ai