



How eGaming and Sports Betting operators can transform contact centres for fresh competitive advantage



Increasing engagement, differentiating service and winning brand loyalty through proactive, personalised player journeys.

The future of CX in the Gaming industry

With increased competition and the rise of responsible gambling regulations, operators must not only focus on acquiring players, but also retaining them through exceptional, tailored customer experience (CX).

Player expectations are higher than ever. They demand personalised, low-effort journeys all the time; from registration, verification, first deposit and first bet placement to withdrawal, setting deposit limits and safe gambling checks.

The challenge for operators is balancing this intimate, immersive experience with robust compliance and player protection controls.

This can't be achieved sustainably at scale with human effort alone. It requires a CX strategy that leverages AI-powered digital solutions to deliver real-time, data-driven engagement and ensure agents are setup for success.

Implemented correctly, with the right tools and technologies operators can meet and exceed expectations, creating a loyal player base that remains engaged longer.

Discover the top five CX trends that every eGaming and Sports Betting operator should factor into its business strategy.

95% of CXOs believe blended customer experience (CX) and employee experience (EX) fuel positive growth¹.

Yet, **48%** of CX leaders say their organisation currently does very little or nothing to make contact centre jobs easier².

Success means **closing the gulf between vision and execution.**

¹ CX Horizons, MIT Technology Review Insights, 2023.

² State of Customer Experience Report, Genesys, 2023.

#1 Adoption of AI-personalised engagement

72% of consumers only engage with marketing that's tailored to their individual preferences³. eGaming and Sports Betting Operators that don't offer personalised interactions risk lower player interaction, satisfaction, and loyalty - and, ultimately, losing accounts to competitors.

AI technology is revolutionising the industry and providing indispensable tools for delivering seamless, highly personalised experiences. For example, by ensuring any games or free plays promoted are relevant to the user, preventing them from becoming bored and leaving the app. Thereby, improving the overall user experience and encouraging them to stay longer.

The first step is implementing an all-in-one, cloud contact centre platform that offers open APIs and out-of-the-box integrations. Then, leveraging that digital-first foundation to introduce solutions such as:

- Predictive engagement, which analyses player behaviours and preferences in real time to solicit greater opt-in through customised offers and content.
- Journey analytics and management software that uncovers and correlates insights across all touchpoints - mobile apps, CRM, back-office and case management systems, event data, behavioural analytics, sentiment analysis, surveys, and so on - to drive improvements in KPIs such as handle time, first contact resolution, and sales conversion.
- Digital customer service capabilities enhanced by bots, making it easier for players to get in touch on their preferred channel of choice - web, mobile, email, SMS text, and social.

As well as deepening player loyalty and creating stickier relationships, this AI-personalised approach can quickly pay back. 80% of consumers are more likely to engage with brands that deliver tailored experiences⁴. Knock-on benefits include reduced customer acquisition costs (50%), revenue uplift (15%), and increased marketing ROI (30%)⁵.



#2 Enforcing safe gambling practices

Nearly 6% of the global population are estimated to be affected by problem gambling⁶. In addition to the cost of reputational damage, fines for non-compliance with responsible gambling regulations can be severe, with penalties in the UK exceeding £44 million⁷.

As that scrutiny continues to intensify, operators need to demonstrate they actively promote safe-play practices.

AI-based systems monitor user behaviour in real-time to vigilantly observe players' behaviour, identify signs of problem gambling, and intervene with proactive support when it matters most.

For example, by exercising spending limits or self-exclusion measures that help ensure compliance and protect users.

Ideal for safe play use cases, these advanced solutions include:

- **Predictive routing** policies that identify users showing signs of problematic behavior and route them to appropriate support or intervention services.
- **Speech and text analytics** that detect and evaluate underlying emotional tone (positive, negative, or neutral player sentiment) and mood changes during interactions.
- **Workforce engagement management** tools that simplify the creation of safe play training programmes and employee quality evaluations, embedding a responsible gambling culture.

Implementing effective responsible practices can reduce problem gambling cases by 30%, while maintaining trust and regulatory adherence.



⁶ CABI Blog, 2023.

⁷ Gambling Industry Statistics, UK Gambling Commission, 2021.

⁸ Responsible Gambling Strategies, Gambling Therapy.

#3 Managing seasonal demand for major sporting events

48% of users abandon platforms due to performance issues during peak periods⁹. Major horse races and sporting events like the World Cup or the Super Bowl drive significant traffic spikes on betting platforms.

Contact centres can quickly become flooded from new players enquiring how to cash out or place a bet, alongside regular interactions from frequent players. All of which puts enormous pressure on resource planning and forecasting teams.

Failure to effectively manage these periods of peak demand can lead to system outages and user frustration as experience degrades and players struggle to place bets. Increasing the risk they may switch to rival betting platforms.

AI-driven traffic management helps operators protect revenue streams and player experience during major sporting events. Examples include:

- Contact centre platforms like **Genesys Cloud** which are built on highly resilient AWS data centres and agile microservices architecture that predict and handle demand surges by dynamically adjusting resources.
- **Voice** and **chatbots** that deflect callers to relevant self-serve options, such as knowledge bases or troubleshooting guides, significantly reducing call volumes and agent workloads.
- **Workforce engagement management** helps operators effectively manage seasonal demand by leveraging AI to intelligently forecast workload and create optimised agent schedules, ensuring the right staffing levels during peak periods.

Taking an AI-assisted approach to proactively manage peak demand has been shown to achieve 99.9% uptime and 40% faster app load times¹⁰.



⁹ The Impact of Downtime on User Retention, Salesforce, 2021.

¹⁰ Managing Peak Traffic with AI Solutions, Deloitte, 2022.

#4 Pivoting from reactive to proactive service

67% of consumers expect proactive service¹¹ and 70% are likely to leave a brand after just one negative service experience¹².

Customer service in the gambling industry has traditionally been reactive, addressing issues only after they arise. With today's knowledgeable and tech-savvy players that's only likely to fuel higher complaint and churn rates.

Shifting to a model that proactively anticipates needs and prevents issues - often before players realise they need help - is now essential. Not only to improve self-service and increase profitability through upsell and cross-sell strategies, but also to enhance player engagement, loyalty, and operational efficiency.

Proactive service capabilities to consider include:

- **Predictive engagement** to increase player play, prevent abandonment and lower cost to serve - all while improving experience through better understanding of player behaviour patterns and triggering precisely timed actions.
- **Voice** and **chatbots** that head-off issues by helping players find answers and complete transactions at any time, based on precise journey histories and pre-defined intents.
- **Journey management** tools proactively identify friction points in player journeys, delivering real-time, personalised responses and optimising first contact resolution and future interactions by preventing issues before they occur.

Deploying systems that predict and address potential issues before they impact users can reduce customer complaints by 30% and increase satisfaction by 20%¹³.

¹¹ Expectations for Proactive Customer Service, Salesforce, 2021.

¹² Customer Expectations and Service Experience, PwC, 2021.

¹³ Proactive Customer Service Benefits, IBM, 2022.



#5 Enhancing CX through omnichannel engagement

73% of customers express frustration with inconsistent practice across different channels¹⁴. And 55% are willing to abandon if they feel they aren't getting a unified experience¹⁵.

Many service organisations still suffer from data silos. Nearly half can't transfer context across channels. So, customers reach dead ends or have to repeat themselves¹⁶. Similarly, agents don't always have the latest information to hand. And they're also forced to juggle between screens and re-key data - increasing handling time and cost to serve.

The world of gaming and sports betting is no different. Players expect consistent, joined-up experience all of the time. Similarly, operators want to tailor messaging and loyalty bonuses (especially for high value customers) based on betting behaviour, preferences, and dislikes.

Both require an AI-driven omnichannel approach that leaves players feeling known and valued through capabilities such as:

- **Experience orchestration** seamlessly integrates and coordinates player interactions across voice, chat, email, and social media, delivering a full omnichannel experience that ensures smooth, personalised engagement across all touchpoints.
- **Predictive routing** rules that intelligently direct contacts to the best-placed subject matter expert or support resource.
- **Conversational and generative AI** services enable automation with a human touch, while helping agents provide the right answer with intent-based knowledge surfacing.

Removing inconsistent experiences can improve customer satisfaction by 10% and increase retention rates by 20%¹⁷.



¹⁴ Customer Frustration with Inconsistent Experiences, Forrester.

¹⁵ The Value of Omnichannel Experience, Aberdeen Group.

¹⁶ State of Customer Experience Report, Genesys, 2023.

¹⁷ The Value of Omnichannel Experience, Aberdeen Group.



Summary

Attracting and retaining players becomes much easier when eGaming and Sports Betting operators are able to personalise each step of the lifecycle – acquisition, engagement, retention, reactivation and support – while enhancing operational efficiency and compliance.

Released through automation of routine tasks, empowered agents have rich data and player insights at their fingertips, improving job satisfaction and motivation.

The end result is amazing service with frictionless journeys.

Genesys Cloud enables eGaming and Sports Betting operators to do just that.

Next steps

[Get in touch](#) today to discuss transforming your CX and EX strategy with high-performing contact centres that drive customer satisfaction and trust.

ABOUT GENESYS

Genesys empowers more than 8,000 organisations in over 100 countries to improve loyalty and business outcomes by creating the best experiences for customers and employees. Through Genesys Cloud, the #1 AI-powered experience orchestration platform, Genesys delivers the future of CX to organisations of all sizes so they can provide empathetic, personalised experience at scale. As the trusted, all-in-one platform born in the cloud, Genesys Cloud accelerates growth for organisations by enabling them to differentiate with the right customer experience at the right time, while driving stronger workforce engagement, efficiency and operational improvements.

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What good looks like

Typical generic industry-wide outcomes achieved using AI and digital capabilities described in this ebook include up to:

- 25% higher conversion rates
- 30% longer player engagement
- 20% less churn
- 35% higher reactivation
- 40% first contact resolution improvement