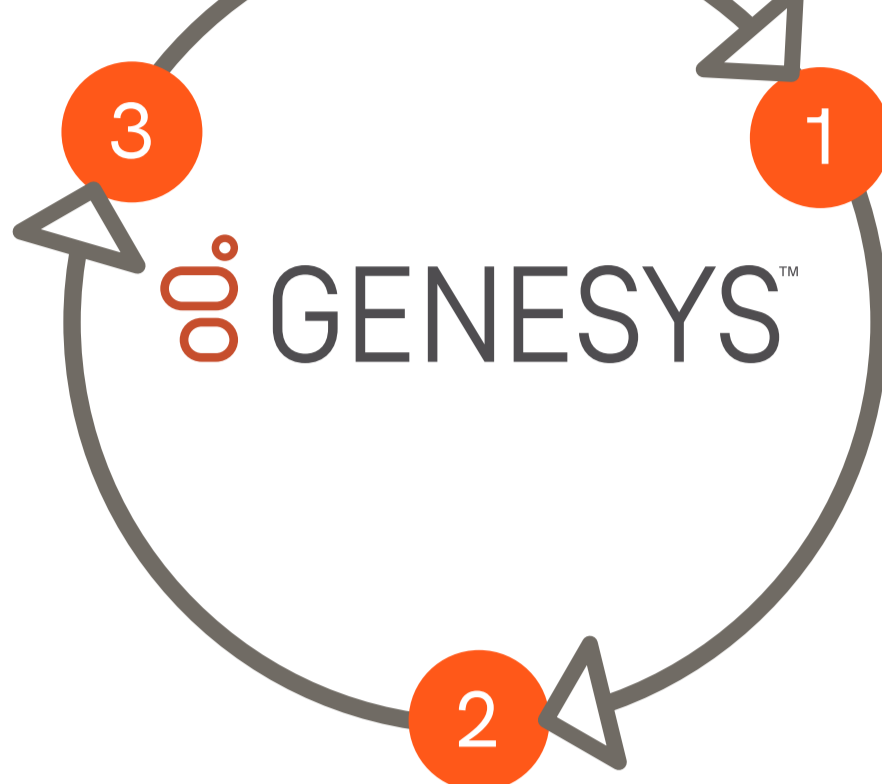


Taking eGaming and Sports Betting to the next level through personalised player engagement



Genesys powers world-class service with AI. Effortlessly adapting to seasonal demands, it streamlines onboarding, cuts admin and keeps agents equipped with real-time insights - ensuring every customer interaction is smooth and engaging.



- 1 Optimise costs**
Enable self-service and reduce cost to serve.
- 2 Increase player engagement**
Enhance the customer experience by creating personalised journeys that extend their time spent in the app/online platform.
- 3 Promote safe play**
Be proactive in protecting players who are identified as vulnerable in order to mitigate the risk of breaching regulations.

How Genesys optimises all stages of the player journey

With increased competition and the rise of responsible gambling regulations, Genesys Cloud enables gaming operators to streamline operations, differentiate the experience and improve player satisfaction at every stage:

1 Acquisition

Attracting new players through targeted marketing, easy registration, and enticing initial promotions. Genesys Predictive Engagement identifies digital behaviours, such as browsing history and engagement patterns, to deliver personalised offers and targeted ads to those most likely to convert.

- Top benefits**
- Up to 25% higher conversion rates, increasing the likelihood of registration and initial deposits.
 - With personalised recommendations already in place, agents can skip repetitive onboarding steps and focus on higher-value customer interactions.



2 Engagement

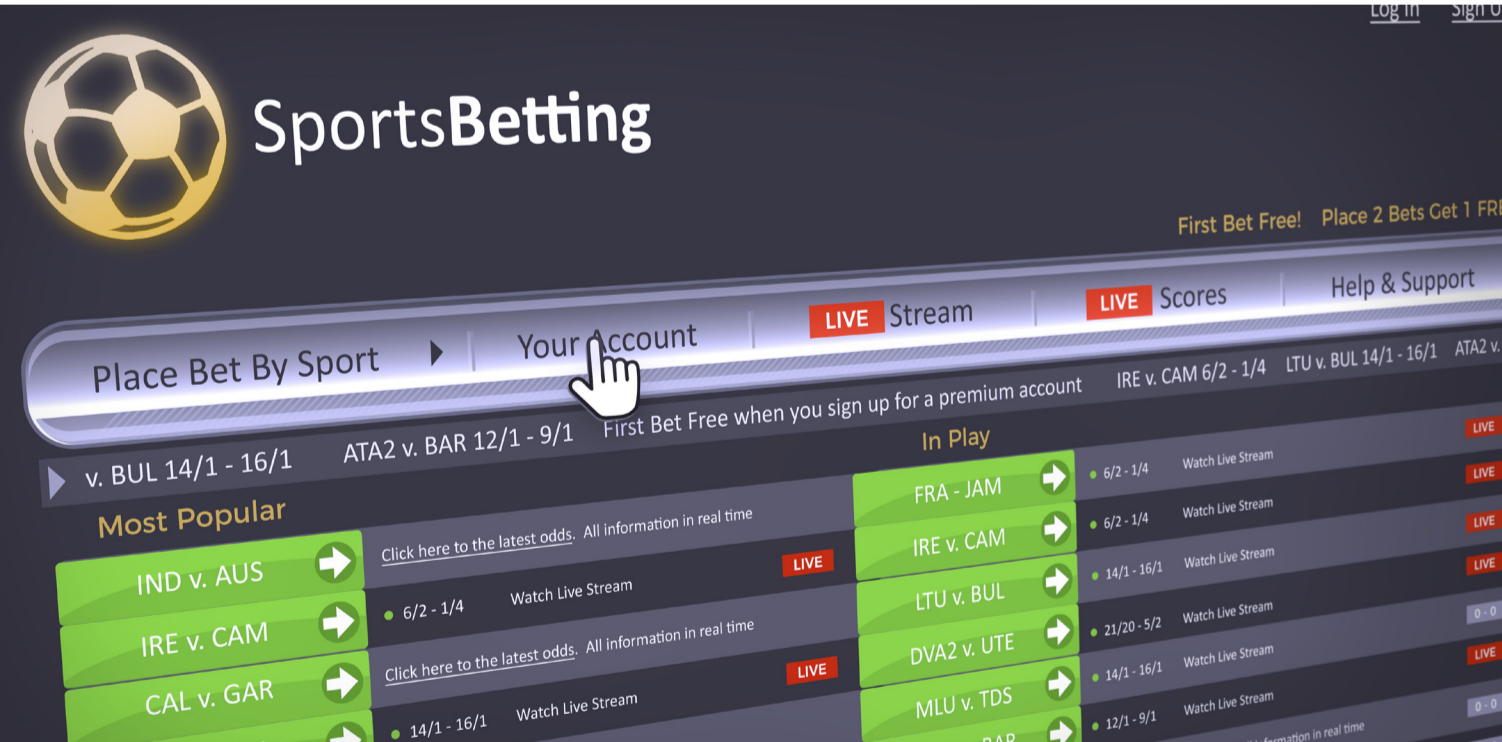
High involvement in games and markets driven by personalised experiences, timely support, and relevant suggestions. Genesys Predictive Engagement continuously monitors player behaviour and preferences in real time using advanced algorithms to make tailored recommendations and offers that boost player involvement.

- Top benefits**
- Up to 30% increase in engagement, keeping players active and more likely to explore additional services.
 - With greater insight into player preferences, agents can provide more relevant, tailored support, reducing average handle times.

3 Retention

Personalised communications, rewards, and fast issue resolution boost player retention over time. Genesys Cloud unifies conversations across all channels (chat, email, voice, social media and so on), making it easier to manage loyalty programs, send targeted retention offers, and provide timely, proactive support.

- Top benefits**
- Up to 20% reduction in churn, boosting loyalty and likelihood of referrals to other potential players.
 - With one single view of players' entire histories across all channels agents are able to respond quickly and efficiently, improving first contact resolution by up to 25%.



4 Reactivation

Re-engaging players through tailored campaigns, special offers, and reminders to bring them back onto the platform. Genesys AI-powered Campaign Management tools automate targeted outreach efforts, identifying inactive players and delivering custom messages that address their specific interests.

- Top benefits**
- Up to 35% increase in reactivation success rates.
 - Significant reduction in manual workloads, releasing agents to spend more time nurturing the highest value re-engagement opportunities.

5 Support

Ensuring continued positive experience and loyalty through speedy resolution of players issues, complaints, and questions. Genesys AI-powered Chatbots provide immediate 24/7 handling of routine inquiries, resolving common issues without human intervention - only escalating complex issues to live agents where necessary.

- Top benefits**
- Up to 40% improvement in first contact resolution, reducing player frustration and time spent on complaint handling.
 - Reducing mundane repetitive tasks enables agents to deliver higher levels of service, leading to greater productivity and job satisfaction.



Get in touch today to discover new ways to deliver exceptional player and agent experience.