

CASE STUDY

How BetVictor set a new bar for the customer-driven betting experience.

Established in 1946, BetVictor is one of Europe's leading online gaming companies, with customers from over 150 countries. The firm prides itself as an innovator and publicly states that a seamless and enjoyable customer experience and journey is at the core of its business.

Quantum Metric adoption has become widespread, helping to inform decision making across Customer Service, Sportsbook, UX/UI, Platform, Engagement, Conversion, Quality Assurance, Voice of the Customer, and Payments teams. With the platform, the BetVictor team optimised the betslip experience, gained visibility on Know Your Customer data collection, and improved the customer feedback rate.



Insight-driven product design and release monitoring.

BetVictor has been rolling out a new version of its betslip to ease existing friction and make it easier for users to place bets, especially during in-play betting. The product team used Quantum Metric to help guide the new version's design and ensure a safe and smooth roll-out.

Eoin Ryan, Director of Sportsbook at BetVictor commented, "Before Quantum Metric, we were essentially reliant on our busy internal teams, or customers, to spot live issues affecting usability. Now, we can carry out an A/B rollout plan. Over several months we tracked the performance of our new and old betslip versions using Quantum Metric, across desktop and mobile platforms."

Following the launch, comparing performances of the two product versions has shown improvements, allowing the Product team to clearly demonstrate their return on investment. Session engagement has risen across the BetVictor site and the betslip funnel itself has seen a 3% increase in its conversion rate. As a result, sessions with successful bet placement have increased by more than 36%.



"In our business, the betslip is essentially the shopping cart, so it's absolutely vital that we have data-driven insights around its performance at all times. Quantum Metric is providing us that oversight in a very user-friendly way."

— **Eoin Ryan**
Director of Sportsbook

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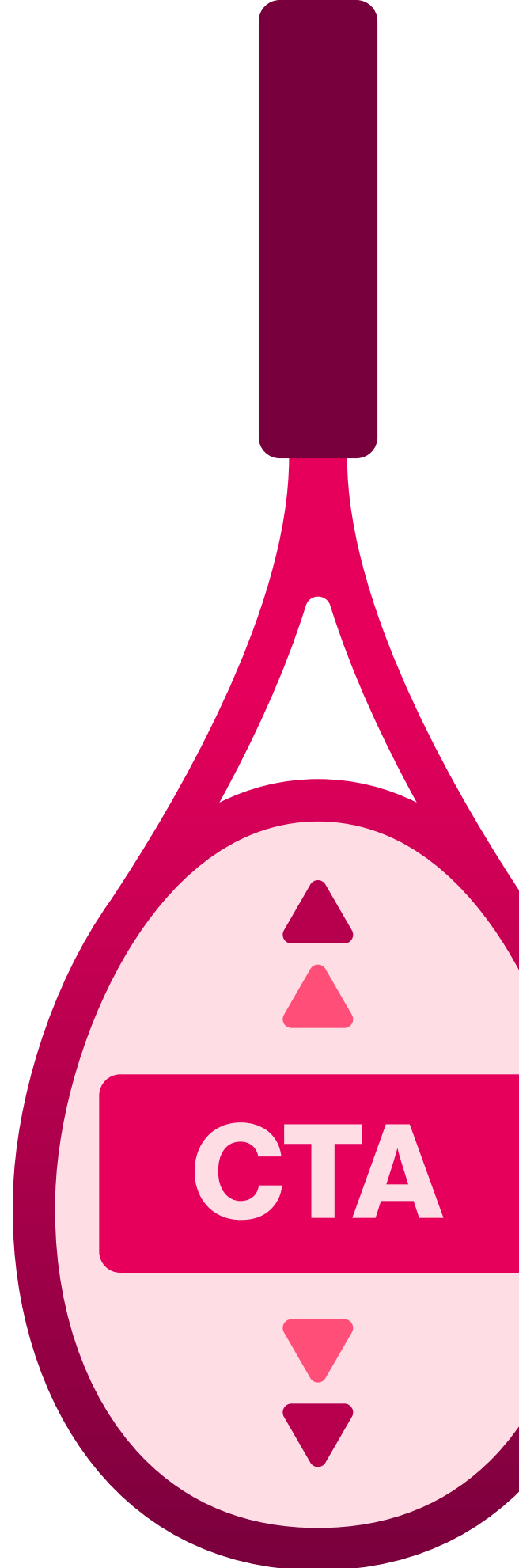


Adjusting copy for instant impact.

Know Your Customer (KYC) data is some of the most valuable data any gaming company needs to collect, from a player protection perspective, a regulatory perspective, and a fraud prevention perspective.

Before Quantum Metric, BetVictor didn't have significant visibility into how many customers were interacting with KYC data request banners used in registration. After creating Quantum Metric dashboards, the Quality Assurance team realised one geographic region had a 10–14% higher click rate than the rest.

According to Mimi Peters, Head of Quality Strategies at BetVictor, the source of the differentiation wouldn't have been found without knowing what to look for because of all the regional language variations involved. "After comparing our copywriting across various banners, it seems that there was a simple answer: the better performing variant had a Call to Action (CTA), whereas the rest did not. After we changed our other banner text to match, the other regions immediately saw a 10% increase in click and completion rate," she said.





Optimisation to boost customer feedback.

Before Quantum Metric, the Voice of Customer (VoC) team understood its survey completion rate was low but didn't know why.

“On previous systems, if we wanted to find the root cause of a problem like this, it would have taken days and been time-consuming and tedious. Using Quantum Metric, it only took a few hours to find out what was happening across the board,” said Peters.

Peters and her team learned that many customers believed going through the survey was the way to get in touch with customer service. At the same time, the team also discovered some friction and slow-down points that were occurring in the survey process. **By streamlining these, optimising the feedback form, and clarifying the purpose of the survey across all sites, the VoC team achieved a 29% uplift in survey completion rate.**

New approach to enhancements.

Eoin Ryan believes that Quantum Metric offers a new and previously underdeveloped route to success for an industry like gaming. “iGaming has been around a lot longer than most internet-based pursuits, so finding new ways of improving what we offer is increasingly difficult. In this sense, Quantum Metric has presented us with a new way of improving our offerings with iterative, step-by-step improvements guided by customer empathy.”



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