



Case study.

Betting on the customer acquisition journey.

A multinational, multi-brand company.

This Quantum Metric customer is one of the world's foremost international sports betting and gambling companies, operating both online and in the retail sector in over 27 countries. The company owns some of the best known gaming brands in the world and accepts bets in 33 languages, and 42 currencies.



Building a smoother registration journey.

One of the operator's primary challenges is ensuring a smooth registration process. Removing any potential for difficulty or confusion for players and giving the best possible digital experience is vital in winning and retaining its customer base. Of course, no website is engineered or designed to include friction in its processes, but human behaviour is unpredictable. The challenge is multifaceted. First, the operator needs to know where and why people drop off in registration or re-login, without relying on the small percentage of customers who submit proactive feedback. On top of this, they also need to find new and unprecedented opportunities for improvement — all while giving product and business teams more visibility into these issues.

“Getting 1,000 new visitors to your site through top-class marketing doesn't matter if half of them drop off registration without completing it,” explains the director of Customer Experience and Engagement. “It isn't just new registrations we need to take care of either, but existing customers signing back in. If you only log-in once every three months, forgetting your log-in details is common. So we need to make sure such players don't get frustrated, give up, and go elsewhere.”

The odds-on favourite.

This operator partnered with Quantum Metric to get a deeper understanding of the player experience across its websites, and to help improve registration and re-login flows. The operator began to see where they could improve these experiences for themselves. During an eight-week insights programme across the one of its labels, teams including UX, product, customer support, and even exec levels, uncovered 40 actionable insights into how thousands of customers weren't interacting in the way expected.



\$1.7 million
yearly revenue

Finding the questions first.

According to the director of Customer Experience and Engagement, this wasn't just about answering questions of their data, it was about finding the questions first, and then asking them. "For example we recognised a surprisingly high drop off rate of 6% at one particular stage of registration. Looking more deeply, we found there were six potential reasons for this, ranging from technical to a user mistake. By making information requirements clearer, changing page design and clearing up engineering issues that cause the problem, we're already well on the way to rectifying that figure."

The team also discovered for themselves that there was an API timeout that was having a notable impact. In total, 78% of potential customers would not complete registration if they'd encountered it.

Overall, by removing conversion-blocking friction on just one of its brands, it's estimated revenue will increase by \$1.7 million each year.



From reactive to proactive with VoC.

As well as looking at actual registration flows, the operator also incorporated Quantum Metric into its Voice of the Customer (VoC) solution. “Usually, VoC would simply present a range of reported complaints from players, ‘I can’t log-in’, ‘Where’s my password’ and so on. There’s little way of knowing how big a problem one complaint might represent, or even how to reproduce the issue. It could simply be a distracted user, or it could be an unknown glitch knocking players out of the system.”

The operator says that Quantum Metric has given teams the ability to:

- Examine any single individual user experiences via session replay.
- Ascertain what’s causing the issue.
- Provide new visibility into day-to-day AB testing processes.
- Discover how many other people were encountering the same issue.
- And find the value to the company and thus its priority for a fix.

One particular technical problem impacted 1,900 customers over just 10 days. Fixing the issue has a potential bet placement increase of \$76,000 over just this short period.

Players don’t always seem to follow the expected script when it comes to registration, or other aspects of the site, something that’s become more difficult to predict with a new generation of players coming in during the pandemic.



“We’ve been building digital products for a very long time, working with some of the best engineers, UX, marketing, and games design teams around. When we’re creating our services, we think we know how our customers are going to use them, but we’re not always right. It’s up to us to continuously develop our products to fit them, rather than expecting them to change to fit us. Achieving this sort of empathy is difficult without the right tools, and Quantum Metric has helped uncover those unknowns.”



Empathy driving development.

Understanding how and why players act a certain way is key to empathetic product design, but for this operator, it goes a lot further than just that. A focus for the company is to drive industry leading initiatives for improved player protection, a huge concern across the industry. One of the challenges in player protection comes down to real-time information. There are numerous diligence checks that are implemented as part of registration and ongoing playing patterns, but these can't provide 100% coverage for at-risk players.

Using Quantum Metric, the company plans to implement some in-depth customer behaviour tracking and automated alerts, for both players and itself. When players hit certain behavioural patterns that might suggest vulnerability, customer call centre representatives would be alerted to help initiate direct communications and player restrictions when needed. Players themselves will be proactively offered conversations to help ascertain risk, and initiate care proceedings if necessary.

The Experience and Engagement director believes this is the only way forward in terms of operators ensuring their services are used solely for fun. “Player protection is hugely important for us as a company, and for us individually as the people who produce these services. **We want players to enjoy using our sites, and none of us want them to get into financial difficulties. Anything that helps us to do this is incredibly important. We're really excited to see how we can push the entire industry forward with these steps.**”