

New International operator Carousel group partners with Wiraya to rapidly grow in new target markets

Deployment focusses on streamlining player activation and reactivation

London, United Kingdom 7th of May 2019: Carousel Group has signed with Wiraya to successfully deploy [Wiraya's Mobile Customer Activation software](#) for their two new brands, **SportsBetting.com** and **RaceBook.com**.

The initial deployment will accept players from Germany, Canada, Norway and Finland, in the activation and reactivation phases of the player life-cycle.

Wiraya's managed software will target three main goals; increasing customer lifetime value, growing active depositing players and proactively reducing churn. The solution blends voice, text and gamification to generate engaging and unique content, all aimed at inspiring action from players.

Daniel Graetzer, Founder & CEO at Carousel Group, says; "As a totally new brand, we are striving to deliver a superior customer-driven experience to markets all over the world. This means rapidly growing into new markets with a mobile-first approach. Using Wiraya we can do just that, focusing on communication with players to streamline the activation process.

"This will allow us to maximize every new customer registration, delivering an engaging experience right at the start of our relationship with customers. As we look to build on our initial success keeping our players active will also be critical, so we are really excited to implement Wiraya for the reactivation of players."

"We feel we have a real advantage over more traditional competitors, who using simple emails and generic text messages struggle to engage with this most challenging and unresponsive customer segment."

Hampus Lindberg, Director of iGaming for Wiraya, says; "It's really exciting to be working with new brands with such ambitious growth plans."

"By using Wiraya, Carousel Group can rapidly scale the number of new active players regularly depositing with their brands. The potential of this partnership is huge, given their strategy for rapid expansion across Europe, Asia and South America. We look forward to taking an active role in helping them succeed in these objectives."

How can you deliver a new approach to player conversion? [Click here.](#)

ENDS

About Wiraya:

Wiraya is an Automated Customer Interaction software that dramatically improves your customer experience KPI's. It uses data and artificial intelligence to generate the optimum blend of voice, text and mobile messaging to inspire action from your players. Started in Sweden in 2008, Wiraya now has offices in Stockholm and London, working across industries with a number of Europe's largest brands as clients. Wiraya has processed over 100 million interactions to date.

Find out more at: <http://go.wiraya.com/carouselgroup>

About Carousel Group:

Carousel Group was created in early 2018 with the mission to rapidly build a clear market presence in the regulated online gambling space. Formed by top executives with more than 20 years of experience in the online gambling sector, Carousel Group has recently launched two new betting brands SportsBetting.com and RaceBook.com. With offices in Spain and Malta, Carousel Group is focused on assembling some of the world's best operations and technology teams to aggressively launch and grow brands into regulated and regulating markets.

Find out more at <http://carouselgroup.net>

For more information, please contact:

Hampus Lindberg, Sales Director, E: hampus.lindberg@wiraya.com