

Press release

London, United Kingdom, 23rd of January 2020

International operator Videoslots takes proactive steps to lead the industry in Responsible Gambling.

Videoslots has signed a deal with Wiraya to deploy Wiraya's [Responsible Gambling Solution](#). This new approach enables Videoslots to take a proactive approach to the latest Responsible Gambling regulations, while providing clear differentiation in the market.

The initial deployment will proactively engage players across 10 different languages, using a fully managed software that customises a blend of interactive voice calls, SMS and landing pages. These communication flows will not only highlight the risks of gambling addiction to customers, but will also provide the clear steps that can then be taken to address the problem, including self-exclusion lists and deposit limits.

"Creating and promoting a safe, secure and fun environment for players is fundamental to us. With Wiraya we can act proactively with the latest Responsible Gambling regulations while helping our players identified at risk at the same time." Said Videoslots.

"Part of the reason we chose Wiraya is that they have the full resources and expertise to not only communicate to all our customers in a seamless way, but also when players pass our risk thresholds, we can respond to these important customers straight away, at any time, in any region. This level of responsiveness is key." Videoslots says.

CEO for Wiraya Johan Jardevall says: "Operators are now waking up to the reality of Responsible Gambling, and clear and proactive action is needed. Videoslots have rightly recognised to properly address this issue, you must take a holistic approach, focusing on prevention across all customers, not just those who are at immediate risk."

"The latest regulation is key, and indeed simply reaching out to players with ineffective traditional marketing or ill equipped call centres is not enough. You need a fast, targeted and highly sophisticated solution, supported by full reporting and audit trails. As a fully managed service to support our technology, that's exactly what Videoslots is benefiting from as part of this deployment." Says Jardevall.

How can you offer a safe and fun environment to your players? [Read more.](#)

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For more information contact

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About Wiraya

Wiraya is a Precision Customer Activation software – the only scalable, data-driven way to inform, activate and steer each of your customers in the moments that make or break experiences. Without bombarding them.

This helps you build smart, detailed profiles for each of your customers, identifying the right channel activation mix to deliver communications at the right time and in the right ways.

To achieve the best results in the industry Wiraya deploys bespoke content that converts (because your customers actually trust it) and learns from interactions in real time to improve customer-lifetime value and loyalty.

Find out more at: <https://go.wiraya.com/responsiblegamblingvideoslots>

About Videoslots

After years of experience in the gaming industry, a group of Swedish casino enthusiasts decided to set up their own online casino.

To start off, they needed the very best and most reliable of game suppliers to be able to deliver the right games. But they also felt that a handful of suppliers would not be enough to achieve the goals they set for themselves. The very first game to ever launch at Videoslots.com came through NetEnt, a well-known supplier in the casino world, especially loved by players for their reliable and high-quality games and software.

Find out more at <https://www.videoslots.com/about-us/>

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