

Increase the value of your players

Learn how GVC, one of the world's largest operators, uses Wiraya to increase customer lifetime value





Who are GVC?

GVC Holdings PLC (LSE:GVC) is one of the largest sports betting and gaming groups in the world, with over 20 established B2C gaming brands, offering sports betting, casino, poker and bingo. This expansive portfolio includes some of the industry's most popular online brands including bwin, Sportingbet, partypoker, partycasino and Foxy Bingo. In 2018 GVC acquired Ladbrokes Coral Group PLC to become the UK's largest bookmaker, adding iconic key gaming brands, Ladbrokes, Coral and Gala.

The GVC group, headquartered in the Isle of Man, has offices in 18 territories across five continents. Employing over 25,000 employees GVC has licences in more than 20 countries of operations.

For more information please visit;
<https://gvc-plc.com>



The Challenge: Increase the lifetime value of players

The market has never been more saturated, yet players have never been more disinterested. The biggest operators are no longer simply competing with each other for significant market share. The growth of aggressive challenge brands, combined with the increased resources of mid tier operators, means that it has never been harder to deliver increased numbers of loyal players, and the value they generate throughout the player life-cycle.

GVC faced this challenge with all of their brands, across a varied group of target regions. Cutting through the significant marketing 'noise' that bombards players proved a real challenge. Creating clear brand differentiation particularly when

communicating with players was difficult to address. Free bets and offers were no longer effective, with generic email and text messages providing little contrast from other brands.

GVC recognised that in order to increase the volume and value of active players, the business needed a renewed focus on existing players, rather than simply increasing marketing spend on acquisition.

GVC wanted to identify a real differentiator to other competitor brands, to find a new way that really engaged players while enabling each sub brand to remain consistent with each individual branding and messaging style.

How can you integrate change across complex businesses?

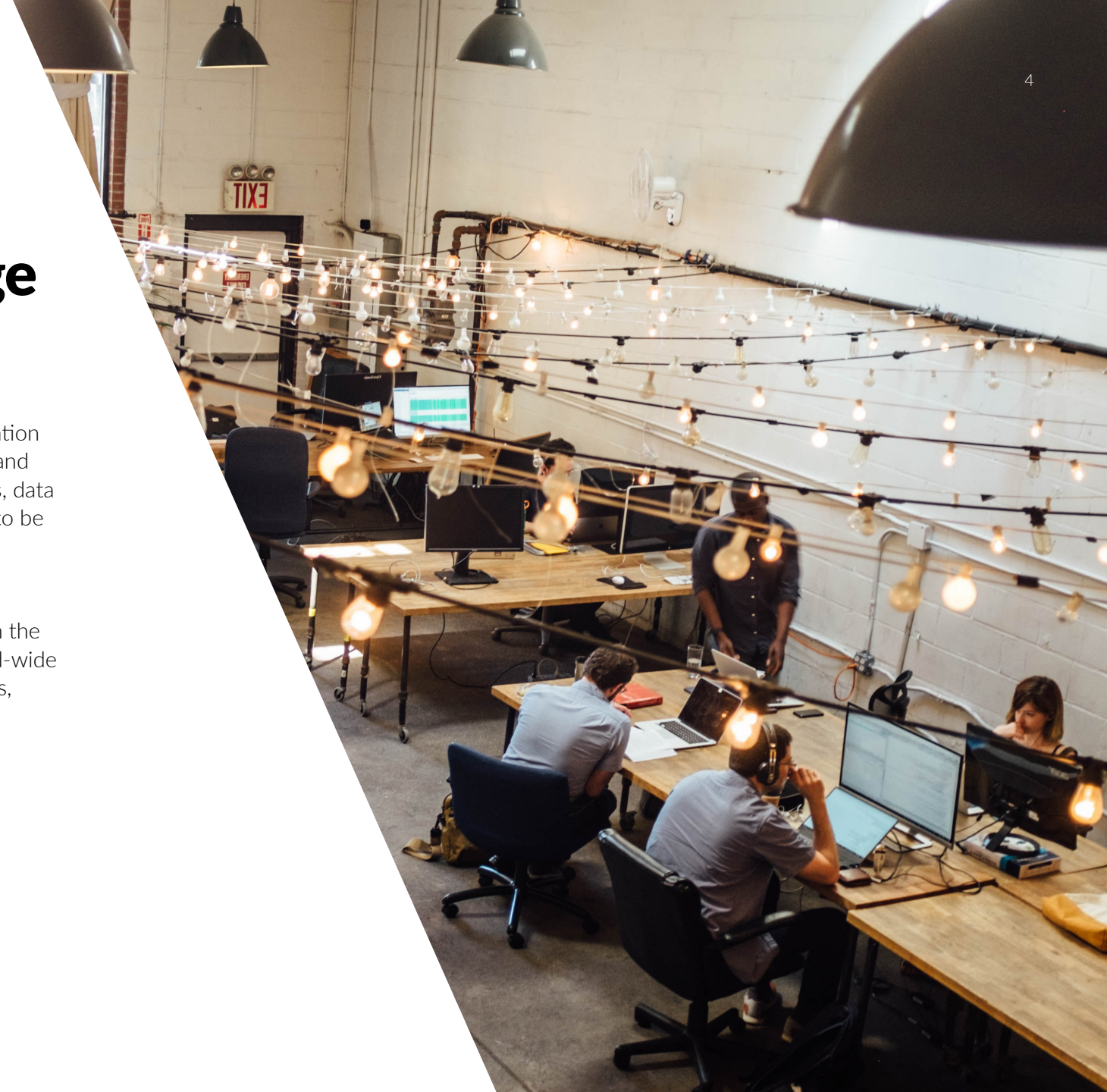
Many of the leading operators in the industry have gained their significant market share through organic growth and brand acquisition. This acquisition leads to businesses operating with a wide ranging mix of approaches, marketing styles and internal systems.

Therefore, when implementing a new strategy, large businesses like GVC have a real challenge to implement a solution across an entire organisation.

GVC faced this same exact challenge, with each sub brand requiring separate plans and integrations.

This siloed structure of the organisation proved problematic, as each sub brand had different teams, infrastructures, data sets, and brand styles that needed to be considered with any roll out.

GVC needed a partner with the resources and flexibility to deal with the sheer volume of players, offer world-wide scaling across these different brands, regions, languages and regulations.





With Wiraya we now deliver a personalised approach ”

“We want GVC brands right at the very forefront of enhanced customer experience, and communication with players is central to this. With Wiraya we now deliver a personalised approach to players, that reflects the unique brand styles of each GVC brand.”

“With over 20 sub brands, GVC is a complex organisation. That’s why it is so crucial that Wiraya has the resources and expertise to successfully scale across the company at different stages of the player lifecycle.”

Damon Cartwright, Global CRM Operation Manager, GVC

The Solution: Engaging player communication across life cycle

To address their challenges GVC uses Wiraya's Mobile Customer Activation software across the GVC group, in critical stages in the player lifecycle. This includes activation, early life and reactivation. The solution combines voice, text and gamification to target players with personalised communication styled to each specific GVC brand.

bwin, one of GVC's leading brands, uses Wiraya for two key stages in the player process; activation and reactivation.

Focussing on activation, bwin specifically targets newly registered customers, who fail to make a first deposit after 48 hours of registration. When the players passes the pre determined threshold, Wiraya's communication is automatically triggered. By targeted players right at the start of the

player lifecycle, using different approaches, bwin inspires action from the new players straight after registration, ultimately increasing the conversion to first deposit.

bwin also uses the Wiraya solution to target churned customers that have fallen dormant. After passive players fall past a predetermined 30 days threshold, the Wiraya communication is triggered, allowing bwin to reach and engage their most unresponsive customer segment.

What were the results?
Find out on the next page...



bwin

up to **94%** REACH **82%**
SUCCESSFULL CALLS
up to 17% CONVERSION

The Solution: Engaging communication using brand ambassadors

Sports campaigns are also core to the GVC and Wiraya strategy, engaging customers with targeted campaigns aligned to key sports events. This enables GVC to create unique yet regular engagement with players, that inspire greater volume and value of deposits.

Using Wiraya's Mobile Customer Activation Ladbroke's does just this, targeting dormant players during specific sports events including The Cheltenham Festival. With gamification calls to players using brand ambassador Brian Blessed, in combination with intuitive SMS, each player was given a specific free bet/offer for the forthcoming races of the Cheltenham race week.

The solution provides genuine differentiation to other brands simply spamming customers with generic email and text offers.

Why is this approach so important?

1. Delivers maximum ROI on your brand ambassador partnership
2. Proven higher conversion with recognised voice for group
3. Controls your brand across all channels for consistency and recognition
4. Improved customer experience

What were the results?
Find out on the next page...



Ladbroke's

80% REACH **87%**
SUCCESSFUL CALLS
33% CONVERSION

Delivering a managed service tailored to each brand

To address the complexity and scale of GVC, Wiraya's fully managed service is key to ensure the ongoing success of Mobile Customer Activation across the entire GVC business.

As with every deployment, the Wiraya team brings experienced project management and customer success teams to support not just the initial deployment of the solution into new markets and brands, but also maintaining and optimising each solution in order to maximise results. This further reduces any additional workload for the GVC team.

The managed service ensures Wiraya's solution is configured to match the

different content and styles of each GVC operator. This not only ensures that the communication with players is consistent with the rest of the branding style, but by tailoring the approach to each sub brand it ensures GVC is compliant with the changing regulations across target regions.

The Wiraya team works with each individual GVC operator to understand their brand, consulting across different internal teams to get all the information needed to deliver the best results. The Wiraya team acts as a co-ordinator between brands to ensure the enhanced approach to customer experience works across the entire GVC group, while successfully tailored to each individual brand.

About Wiraya

Wiraya is a Managed Mobile Customer Activation software that slots right into your existing marketing technology stack to dramatically increase your customer experience KPIs.

How does it work?

- Blends voice, text and gamification adapted to each individual player
- Uses data and machine learning to automatically optimise when, what and how to communicate.
- Generates bespoke content and offers that convert players.
- Learns from interactions in real time to continuously improve conversion rates.


Automatically.




Success story: GVC

Want to increase your customer lifetime value?

BOOK A DEMO >

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