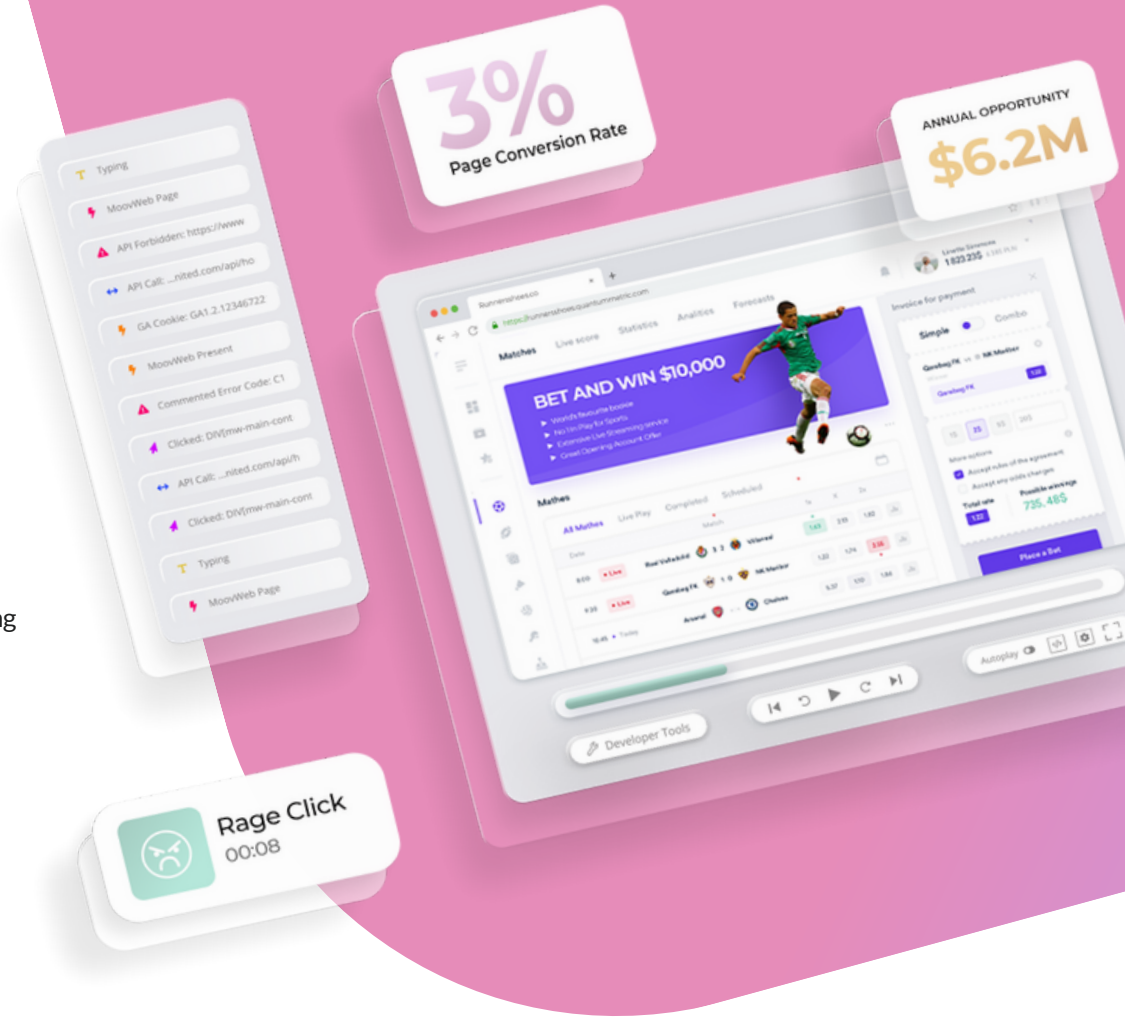
QuantumMetric

Betting on the User Experience

Five ways to win in the hyper-competitive online gaming and sports betting industry



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“2020 has shown everyone that innovation is so important, the ability to pivot, to move into new content and cross-sell experiences is what helps us differentiate with competitors.” — Director of Optimisation, FanDuel

- Director of Optimisation
  FanDuel

Betting on the User Experience

Even before last year's pandemic, the UK online gaming and sports betting industry was massive. According to the UK Gambling Commission, from April 2019 to March 2020 online casino games generated some £3.2bn (US $4.3bn), and online sports betting brought in £2.3bn (US $3.1bn). And since Covid-19? March 2020 alone saw a 40% rise in the total number of virtual bets placed.

More than most other industries, online gaming and sports betting is fiercely competitive and extremely user-centric. With real money at stake, there's no room for user experience friction. Without hesitation, players will take their bets and loyalty elsewhere.

This means that betting sites are working hard to optimise flows and iterate product releases faster. They're also adopting strategies to help breed the digital empathy that's so crucial to understanding player intent and cultivating player loyalty.

The magic word is empathy. When you're an online platform serving 1000s of customers in many different markets, it's extremely hard to understand all your players' needs and frustrations. You have to use all the tools at your disposal, for instance, observation, testing, and feedback analysis.

- Head of Customer Experience
  Kaizen Gaming

Elevate the Player Experience with Real-Time Behavioral and Technical Insight

Keeping today's online gaming and sports betting players happy is a challenge. With maximum choice and minimum patience, customers expect a friction-free user experience on the website and mobile app experience.

To pull this off, betting companies must relentlessly design, deliver, and iterate on their applications, turning continuous learning into enhancements and more enjoyable experiences. Customer inputs are not always overtly offered—much of it comes from listening to player behaviours, on a mass scale.

To meet increasing expectations and competitive pressures, here are five ways for betting sites to elevate the player experience:

01. Monitor Anomalies in Critical Acquisition Flows
02. Quantify the ROI of Livestreaming
03. Discover Player Intent at Scale
04. Support Struggling Players Faster
05. Detect Player Fraud Proactively

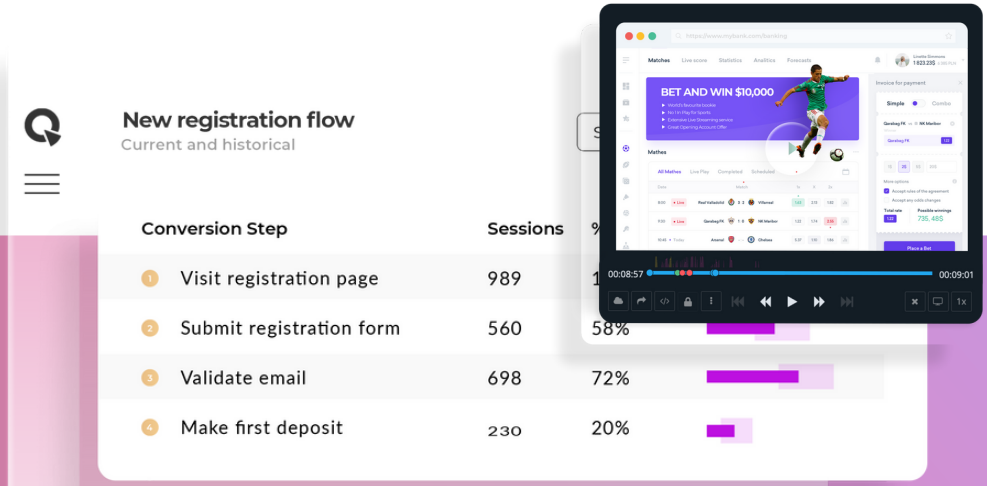
01

Monitor Anomalies in Critical Acquisition Flows

Registration and first-time deposits are the essence of acquisition. If new visitors can't register, they never become players. If new players can't easily make their first-time deposits, they might never convert. The cost per acquisition soars massively if either flows fail.

Stay attuned to these critical flows with real-time monitoring of behavioral and technical anomalies for each step, input, and response. Minor UX friction like field verification errors or non-hyperlinked buttons can turn into massive issues that prevent new visitors and players from converting. API failures that prevent payment processing need to be identified and mitigated fast.

An EU-based gaming company uses Quantum Metric anomaly detection to detect decreases in first-time deposits, across 100s of unique segments. Real-time alerts include details on the segment(s) impacted, automated correlation to the UX or technical issue, and quantified business impact.



To keep customers coming back, you have to first get the basic rights. That means reducing friction in your sign up, deposit, and betting opportunities.

- Director of Optimisation
  FanDuel

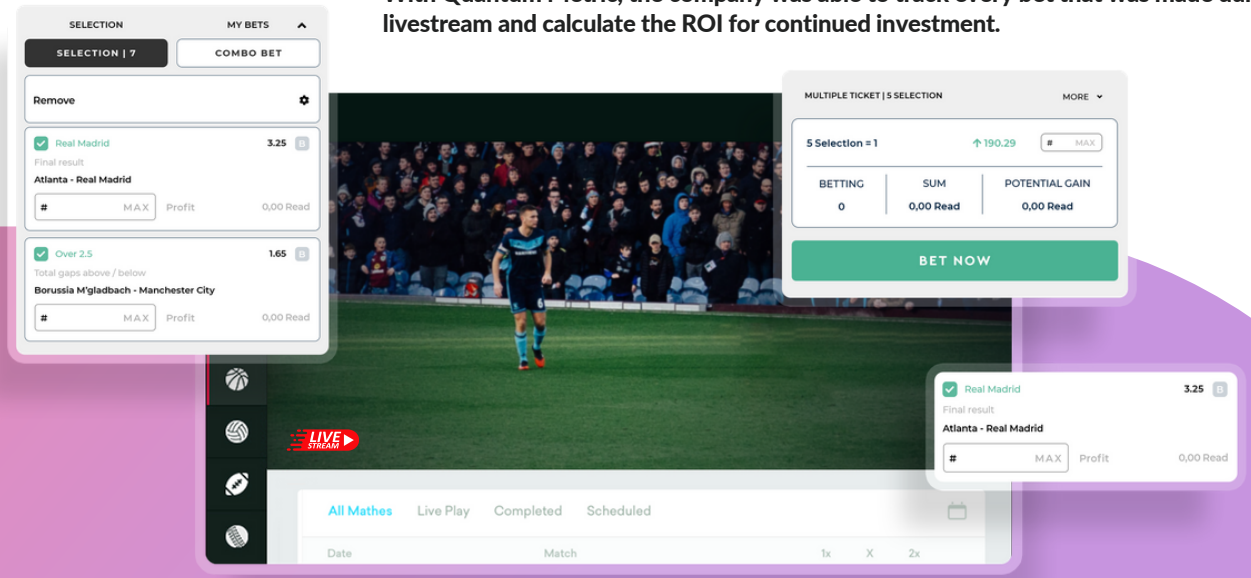
02

Quantify the ROI of Livestreaming

Livestreaming may be a critical competitive differentiator or it may be a cash-burning extravagance. Does player usage warrant the high licensing fees, or are bets being placed while they're watching matches on other platforms?

To determine the ROI of livestreaming, calculate the turnover per game and offset that against the cost of the license to livestream the game.

An Italian betting site used Quantum Metric to track player behaviour during livestreaming. With Quantum Metric, the company was able to track every bet that was made during a livestream and calculate the ROI for continued investment.



03

Discover Player Intent at Scale

Identifying friction and continuously optimizing player journeys yields a direct impact on revenue. Yet betting flows are complex, with a massive volume of simultaneous interactions across segments on web and mobile app. It's tough to track and pinpoint the most important opportunities.

Viewing players' sessions via session replay can reveal incredible insights on player, and more specifically, betting intent. But understanding intent at scale requires combining those session views with quantified analysis. This helps betting sites answer: who (what segment is most impacted), how many, and why it matters (the business impact).

An EU-based gaming site correlated customer feedback about a betting error to a total of 0.5% of visitors who experienced a "Bet placement service unavailable" error. This resulted in 32% of these players not placing a bet during the entirety of their sessions! Quantification of issues like this helps this gaming site prioritize or escalate appropriately.

Every market has different needs. It's not a one-size-fits-all approach to innovation. For example, markets in Greece and Cyprus are totally different from markets in Germany or Brazil. There's a totally different approach to the customer.

- Head of Customer Experience
  Kaizen Gaming

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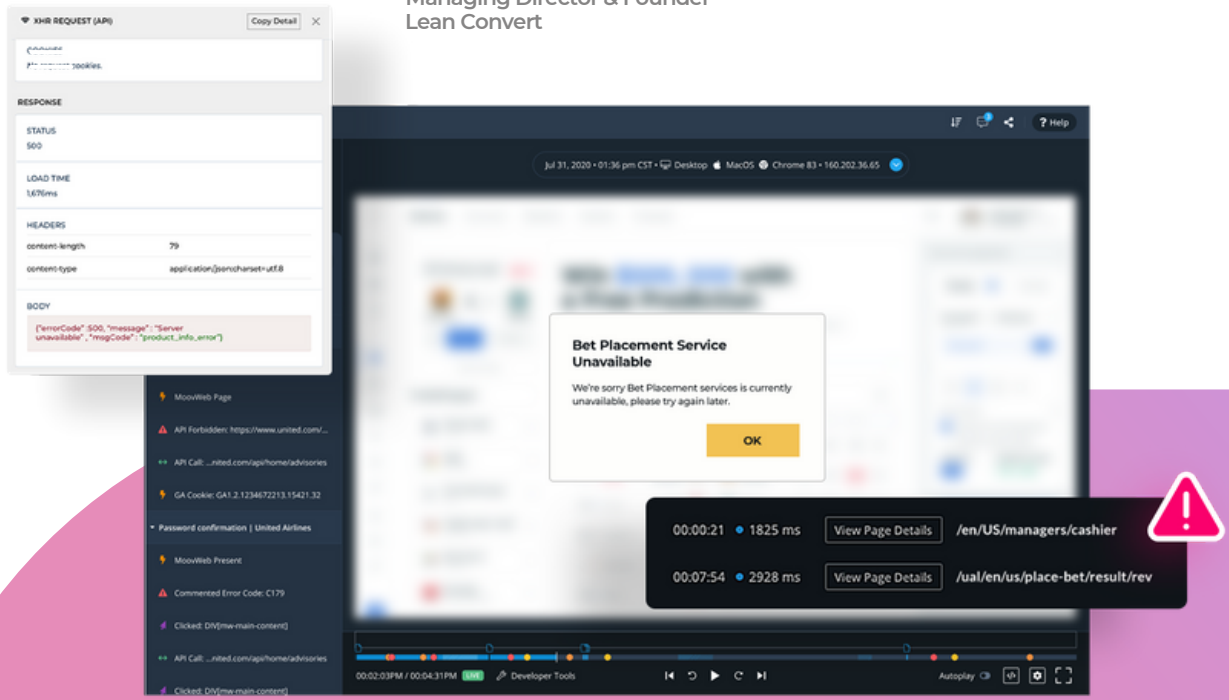
In terms of creating a culture of innovation, try to stop people internally from feeling like they have to have the right answer. Try to make the best guesses with data and solid hypothesis-building. Create an evidence-based, data-driven culture. Have a very high velocity, test and learn, and iterative approach.

- Managing Director & Founder
  Lean Convert



04

Support Struggling Players Faster

With profit margins tight and operating costs skyrocketing, resolving player issues before they place a call to customer service has real financial impact—in addition to keeping players satisfied.

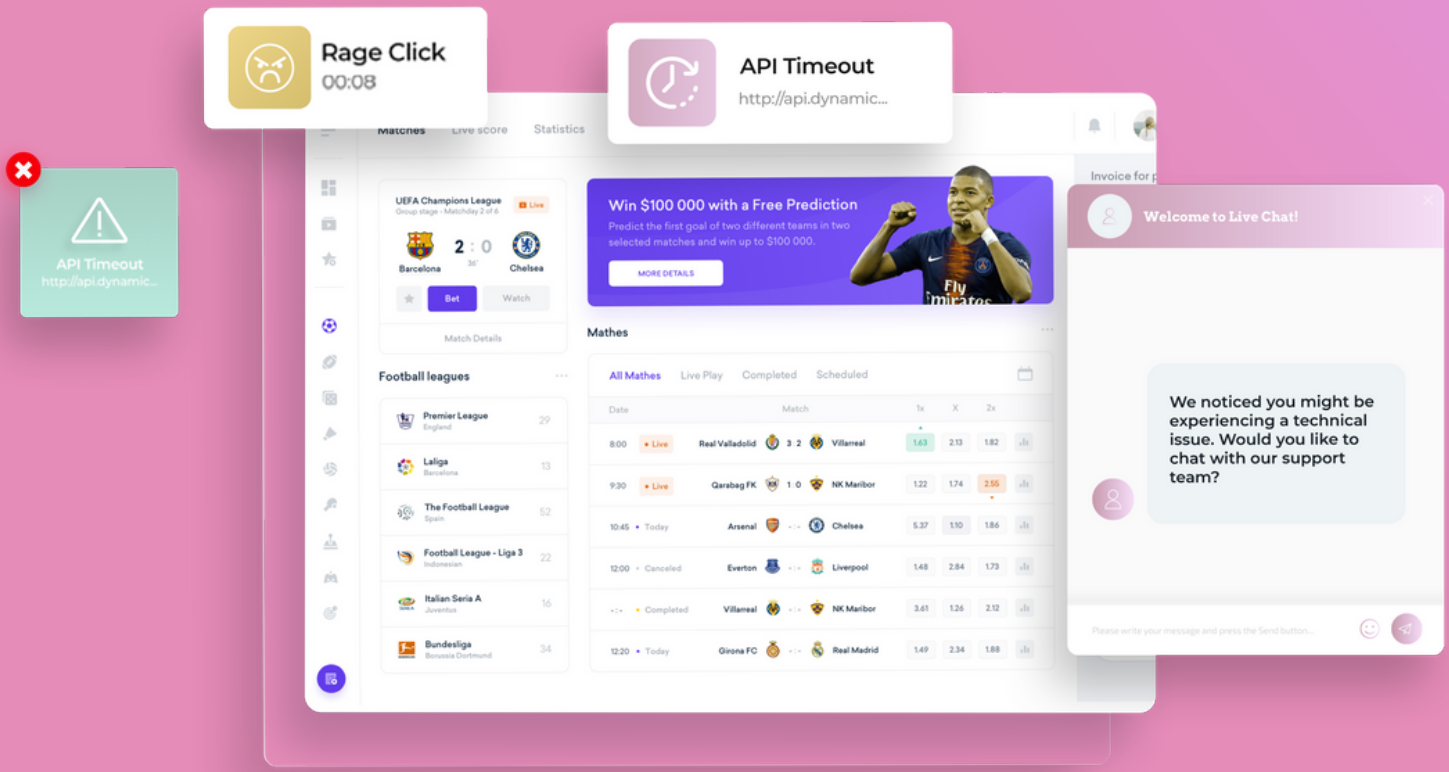
Detecting friction in real-time enables betting sites to help players "in the moment," via additional messaging or a live chat window, keeping players on a lower cost channel.

When players do reach customer service, agents can more quickly triage issues if they can look up and watch player sessions in real time—also known as cobrowsing.

A US-based gaming site uses Quantum Metric to detect when players are struggling, via behavioral indicators such as rage clicks or force reloads. When struggle is detected, the site proactively intervenes with a chat window—reducing abandonment and deflecting calls into the call center.

If you have a customer who is happy with their overall journey, he will come back. If he's not happy or there's a pain point, he will leave for your competitor. This is how you start to build trust with your customers."

- Head of Customer Experience
  Kaizen Gaming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Match
Real Valladolid
Villarreal
Qarabag FK
NK Maribor
Arsenal
Chelsea
Everton
Liverpool
Villareal
NK Maribor
Girona FC
Real Madrid
Welcome to Live Chat!
We noticed you might be experiencing a technical issue. Would you like to chat with our support team?

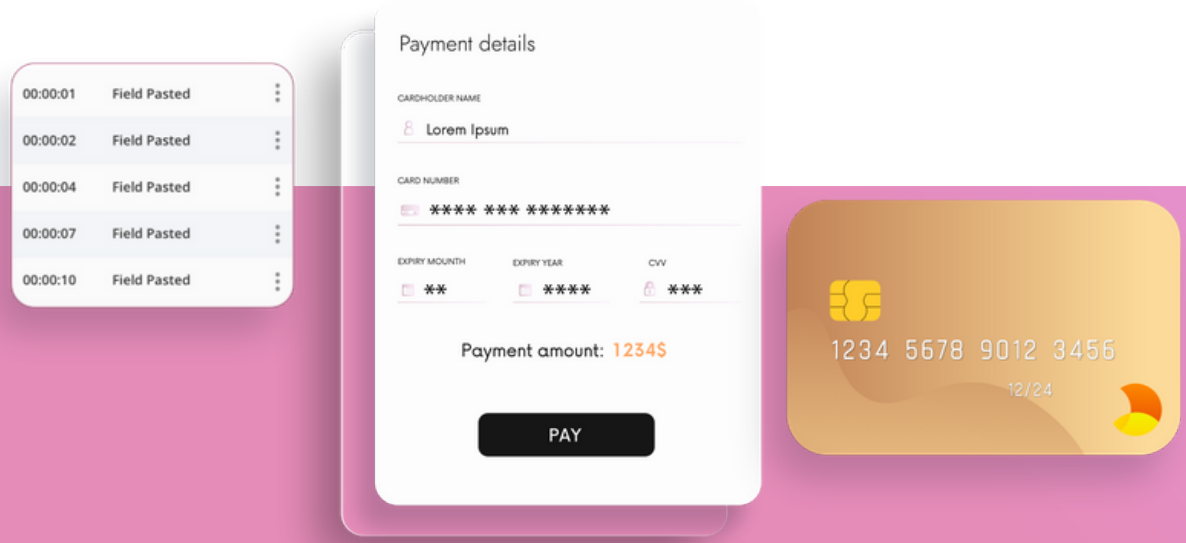
05

Detect Player Fraud Proactively

The online gaming industry is especially susceptible to fraud, making fraud detection and prevention a critical activity to preserve revenue.

Much fraud happens under the guise of legitimate player activity. However, with anomaly detection of suspicious behaviors, gaming operators can potentially identify and prevent fraudulent activity. For example, activity such as excessive login attempts, cutting and pasting into login forms, or lack of scrolling can indicate fraudulent bot activity.

An EU-based gaming operator found that a small percentage of users were repeatedly copying and pasting credit card numbers into the payment forms. Quantum Metric identified this as suspicious and flagged it as potential fraud. Further investigation determined that these were attempts to use stolen credit card numbers.



Make Better Bets with Quantum Metric

Quantum Metric helps online gaming and sports betting sites deliver better digital player experiences faster. Answer questions like:

- Why did players abandon our new betting flow?
- Why do some players fail to deposit funds?
- Do players bet more whilst they are livestreaming?
- How do we increase first-time deposit performance?

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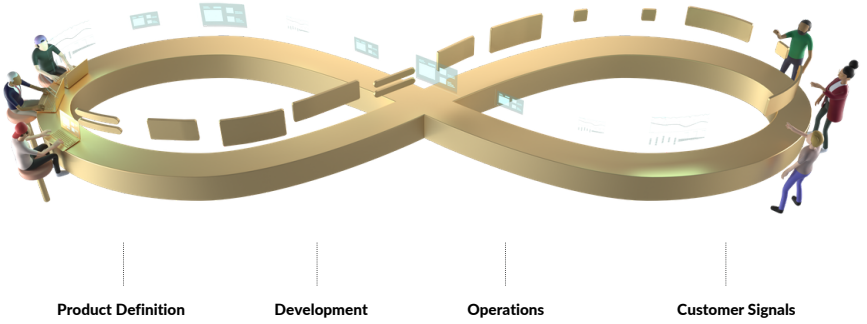
Gain real-time monitoring, business impact analysis, and session replay across both web and native app. To learn more about Quantum Metric and our Continuous Product Design platform and methodology,

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