

# Join our industry initiative:

## personalize and safeguard your customer experience with Smarter AI Text Analytics

**Best-in-class AI text analytics trained on the only industry-wide VoC dataset.**

Harnessing the power of best-practice advanced AI text analytics, this initiative will analyze voice-of-customer data to deliver industry-wide customer experience (CX) insights in two impactful phases:

- **Phase 1:** participate in our industry initiative and receive a comprehensive sector report that uncovers customer experience risks and opportunities (personalization, journey management, operational efficiency, churn prevention, NPS, and customer loyalty) as well as safer gambling and regulatory risks.

Once proven this will lead to:

- **Phase 2:** a future subscription service that uses the same shared data and advanced text analytics to continuously analyze your chat and voice-of-customer feeds, delivering real-time customer experience, safer gambling and regulatory insights to keep your business ahead of the curve.

We are building the world's biggest classification framework. Trained purely on gambler feedback so that leading brands can:

- **Empower operators:** gain access to industry benchmarks, actionable personalized insights, and advanced tools designed to address real-time challenges. Unlock opportunities to improve operational efficiency, prevent churn, and enhance customer loyalty (NPS), as well as other key CX metrics like CSAT, Net Sentiment Score, and Customer Effort. As well as spot customer vulnerabilities, ensure safer gambling and regulatory compliance.
- **Personalize the customer journey:** Smarter AI Text Analytics picks up the real-time untapped emotional cues in chat and VoC data. This enables operators to build personalized workflows and next best actions.
- **Boost customer loyalty and NPS:** Smarter AI Text Analytics real-time analysis of chat logs and VoC uncovers customer preferences, recurring issues, and concerns, allowing operators to deliver more automated personalized, proactive solutions that turn negatives into positive experiences.
- **Optimize the customer journey:** Smarter AI Text Analytics automates customer understanding service, speeds up response times, and optimizes resource allocation, reducing overhead. By prioritizing high-stakes interactions, Smarter AI Text Analytics eases the burden on service teams and ensures quicker resolution of sensitive issues.

- **Churn prevention:** Smarter AI Text Analytics real-time analysis of chat logs and other VoC helps detect dissatisfaction, frustration, lack of ease or churn risk early, enabling the type of swift intervention that keeps players on the platform.

Note: Chat GPT and Copilot are not designed to detect such risks.

We've already received strong interest in this project. To determine which partners will be included in the first phase, please reach out to us by February 14th to schedule a discussion on the opportunities this initiative could bring to your organization.

<https://calendly.com/david-hicks/delivery-logistics-after-party> or email [david.hicks@xmcoach.com](mailto:david.hicks@xmcoach.com)

## The challenge

To enhance the customer experience, personalize the customer journey, and boost Net Promoter Score® (NPS), operators have traditionally relied on tools that monitor real-time gaming patterns, spending behaviours, and preferences. While these tools excel at analyzing quantitative data, they struggle to process and extract value from the wealth of text-heavy insights found in real-time voice of the customer (VoC) feedback, chat logs and customer service interactions.

- **Overwhelmed agents:** customer service agents can't manually review tens of thousands of chat scripts in real time, leading to missed opportunities for personalized response and increased risks of a poor or sub-optimal experience
- **Limited AI capabilities:** existing chat algorithms and VoC platforms lack the advanced AI tools and specialized training needed to effectively handle the risks and opportunities inherent in large-scale, real-time data streams. They need upgrading. For instance, emotionally loaded phrases and words are often missed or miscategorized, degrading levels of trust in net sentiment scores and the ability to personalize response.

## The opportunity

At **XMCoach**, we've identified chat data and Voice of Customer (VoC) feedback (complaints, survey responses, reviews, call centre transcripts etc.)) as critical assets for enhancing the customer experience and supporting more personalized journey management. However, their complexity demands advanced monitoring tools and techniques that surpass conventional approaches, we call our technique: **Smarter AI Text Analytics**.

Above all, we'll be using a combined pool of this data from a portfolio of operators to create the very best triggers and framework in this area.

## Join our industry initiative

**XMCoach** is partnering with industry-leading text analytics platform **Wordnerds** to create a new industry framework built from the collective data of leading organizations. Inspired by successful collaborations like the **Disruption and Harms in Online Gaming Framework**.

Every company collaborating in the pilot will provide a **sample of VoC data** for analysis to build a gambling-specific framework that is stronger because it's based on the **collective data** from leading gambling companies.

We analyze data in aggregate to train AI to spot the sometimes subtle signs of gambler behavior. During this process none of your data will ever be shared with any competitor, generative AI model or third party. However, the results can be used by you - on your data - to find patterns in behavior and individuals of particular interest.

**Phase 1 participants will receive:**

- A comprehensive **personalised report** detailing customer experience risks and opportunities for safer gambling, personalization, journey management, operational efficiency, churn prevention, and customer loyalty (NPS).
- Anonymized safer gambling benchmarks to measure your performance against market standards.
- Minimal cost: £30,000

Once proven, we will then be using the best-in-class alerts to launch a phase 2, which will be a subscription service.

**Phase 2: launching a subscription service. Subscribers to this service will receive:**

- Access to real time and regularly updated alerts to identify safer gambling, regulatory and litigation risks. Using XMCoach's **Smarter AI Text Analytics** system.
- Participants in phase 1 who subscribe to the subscription service will receive a discounted (25% off list prices) access to real-time frameworks and alerts.

**Let's work together to make the gambling journey more personalized and experience-centric.**

**Contact us to get started**

Email **David Hicks** (CEO, XMCoach) at **david.hicks@xmcoach.com** to learn more.

Or book a convenient time for an initial call:

<https://calendly.com/david-hicks/delivery-logistics-after-party>

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